

# IPSOS POLITICAL MONITOR

September 2023

# VOTING INTENTION

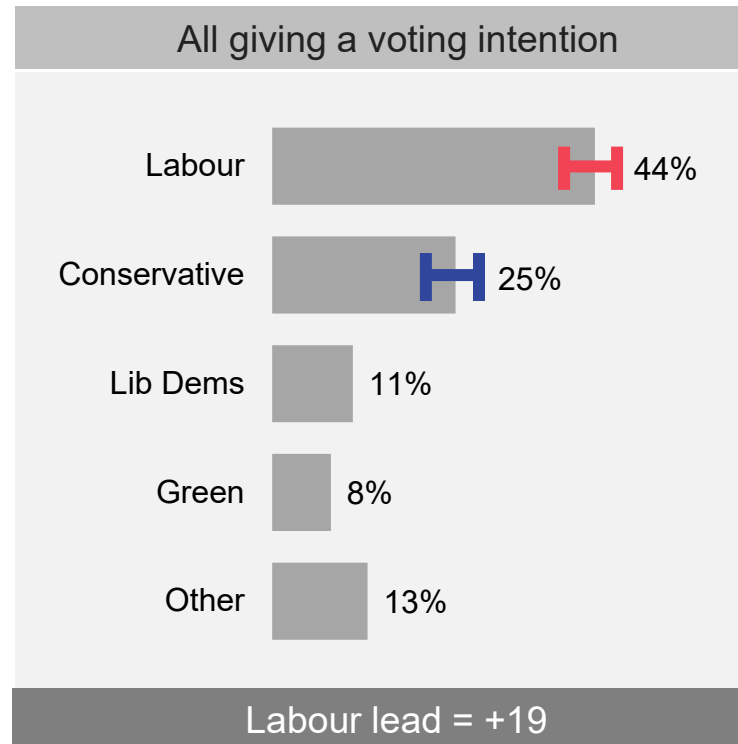
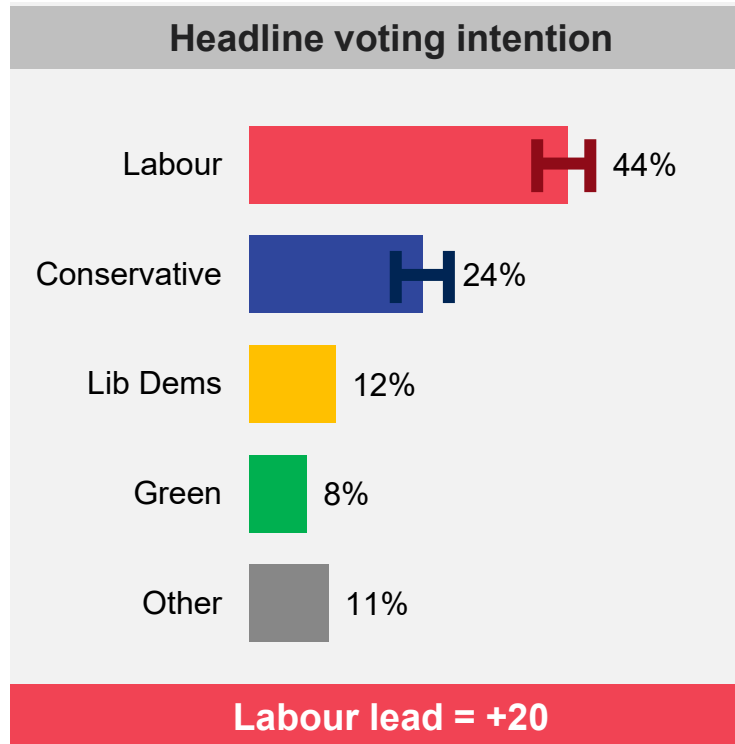
POLLING  
STATION

WAY IN

WAY IN

# Voting Intention: September 2023

How do you intend to vote in the General Election? Will you vote...?



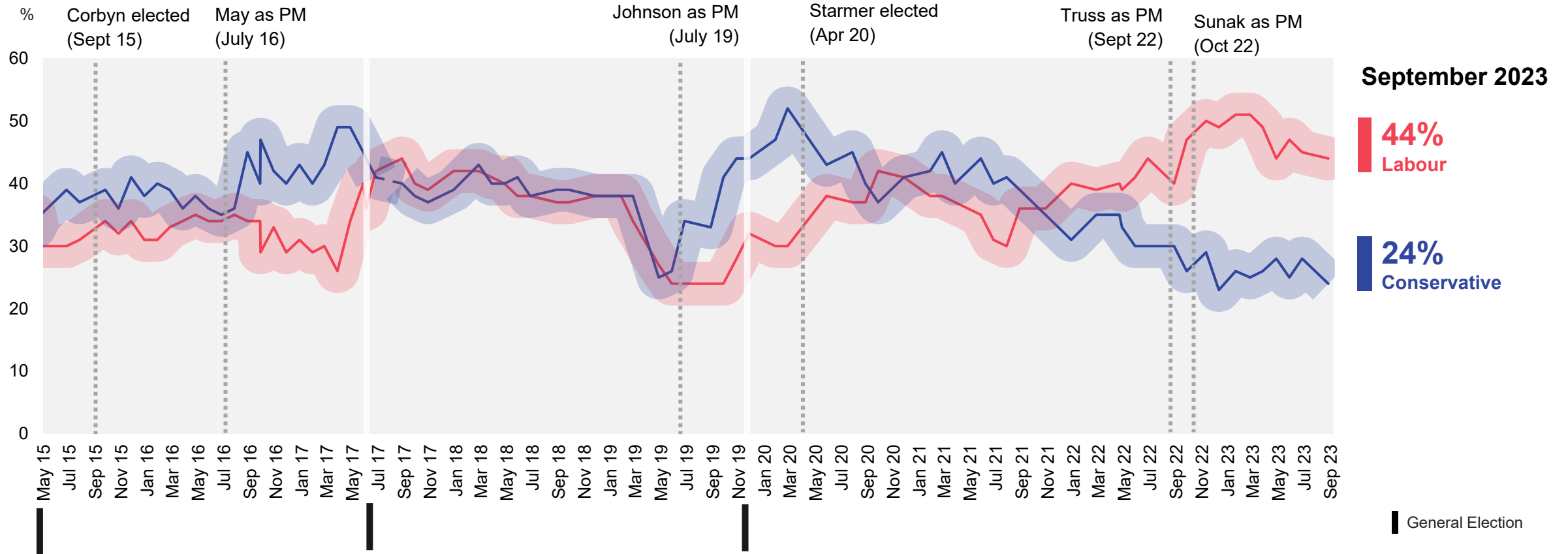
Base: 1,004 British adults 18+, 6-12 September 2023; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 639. Margin of error is displayed at +/- 4% All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos Political Monitor



# Headline voting intention: Since the 2015 General Election

How would you vote if there were an election tomorrow?



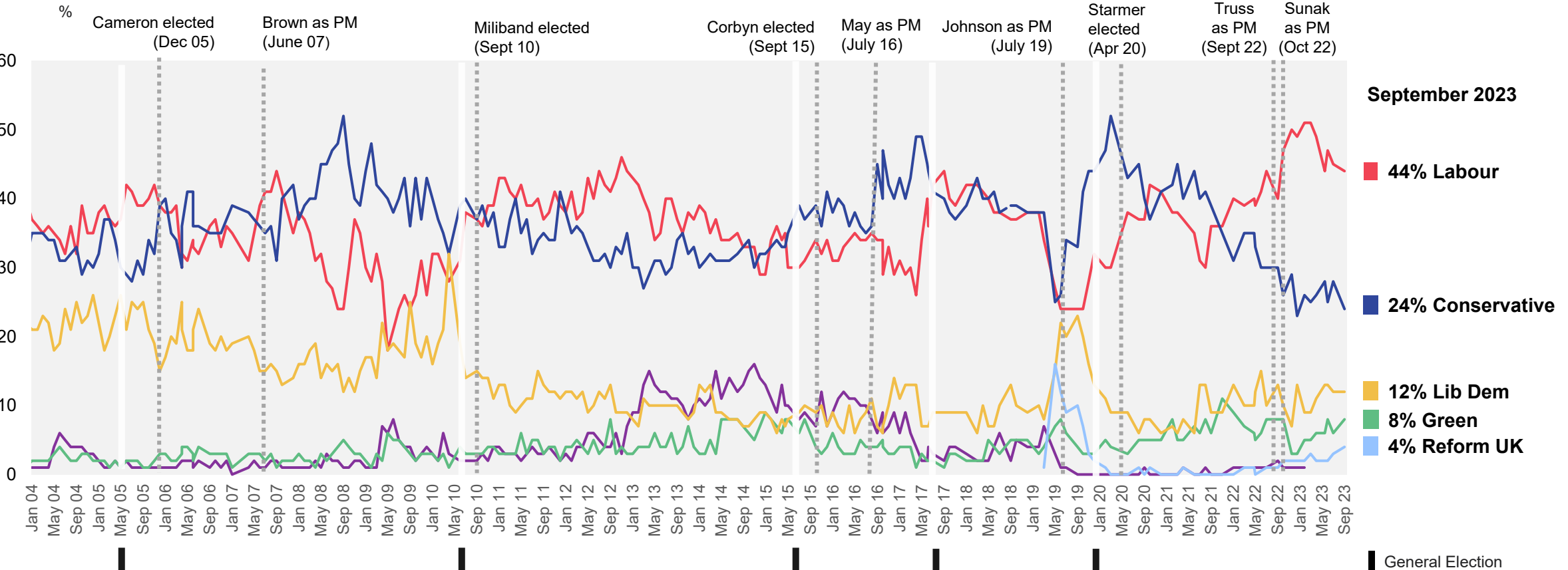
Base: c. 800 British adults 18+; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections. Note small change in methodology in approach to prompting Brexit Party in July 2019

Source: Ipsos Political Monitor



# Headline voting intention: January '04 – September '23

How would you vote if there were an election tomorrow?



Base: c. 800 British adults; Prior to September 2015 the turnout filter is "All certain to vote"; From July 2015 turnout filter is "all 9/10 certain to vote and always/usually/it depends vote in General Elections."

Source: Ipsos Political Monitor

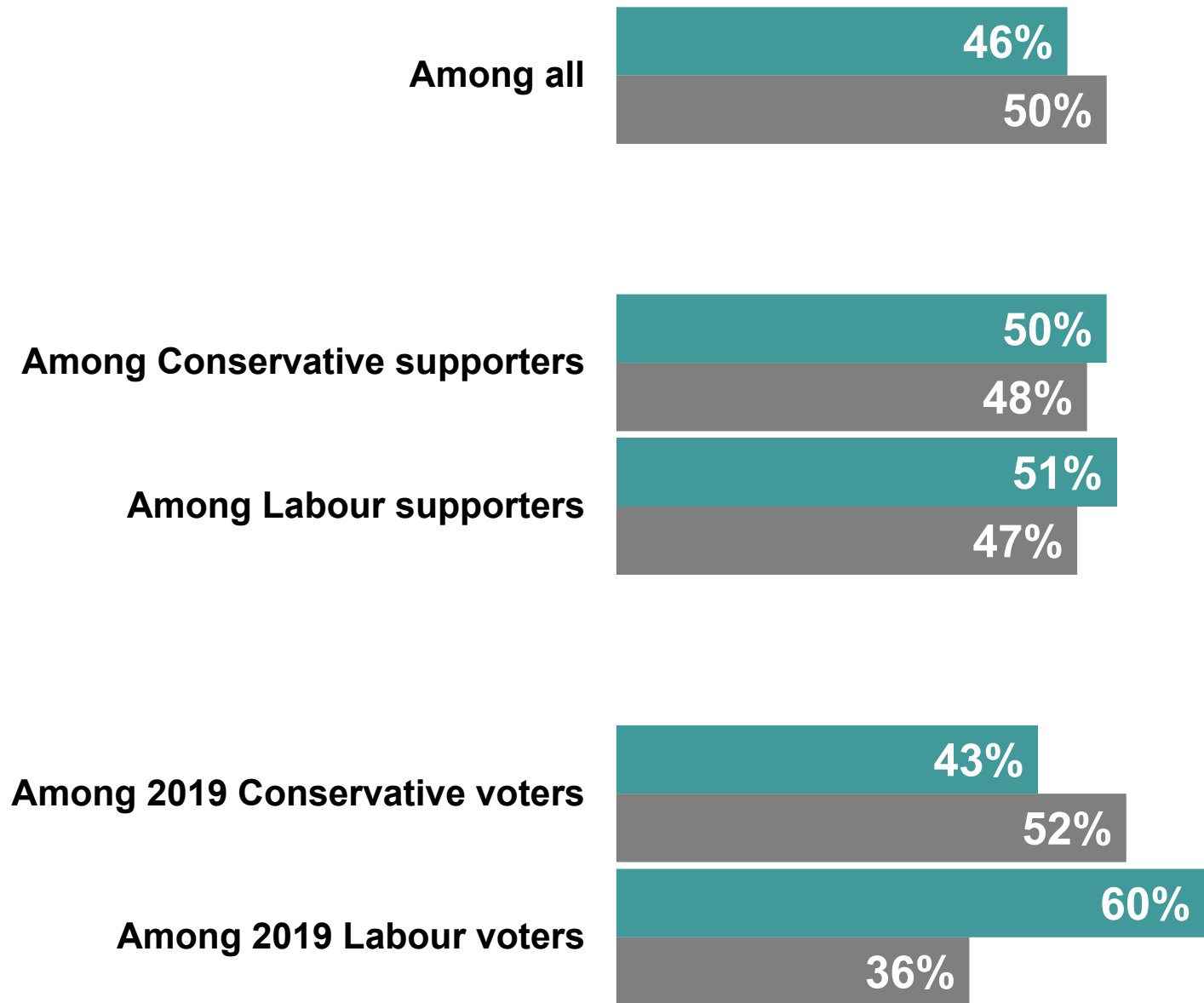


# Have people definitely decided who to vote for or might they change their mind?

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?

■ Definitely decided

■ May change mind

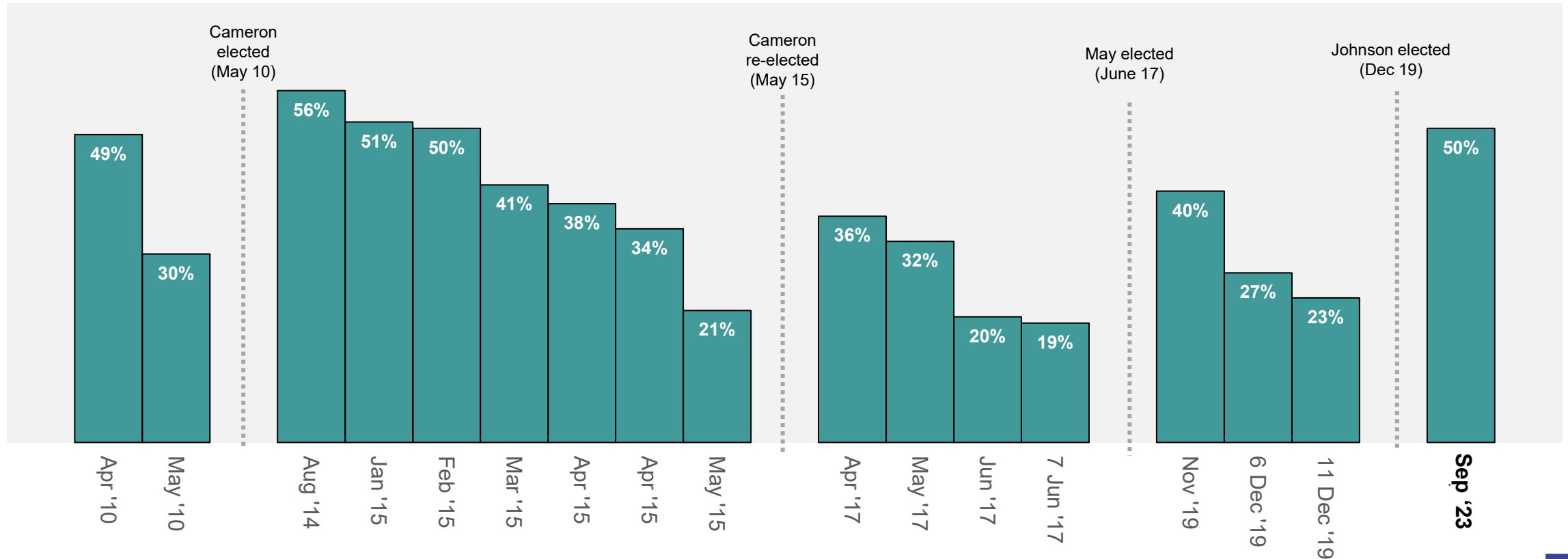


**Base:** All British adults 18+ giving a voting intention (767) 6-12 September 2023 including (330) Labour supporters, (198) Conservative supporters, (251) 2019 Conservative voters and (239) 2019 Labour voters



# Which party to vote for? % May change mind

Have you definitely decided to vote for one party or is there a chance you may change your mind before you vote?



Base: All British adults 18+ giving a voting intention (767)

Source: Ipsos Political Monitor



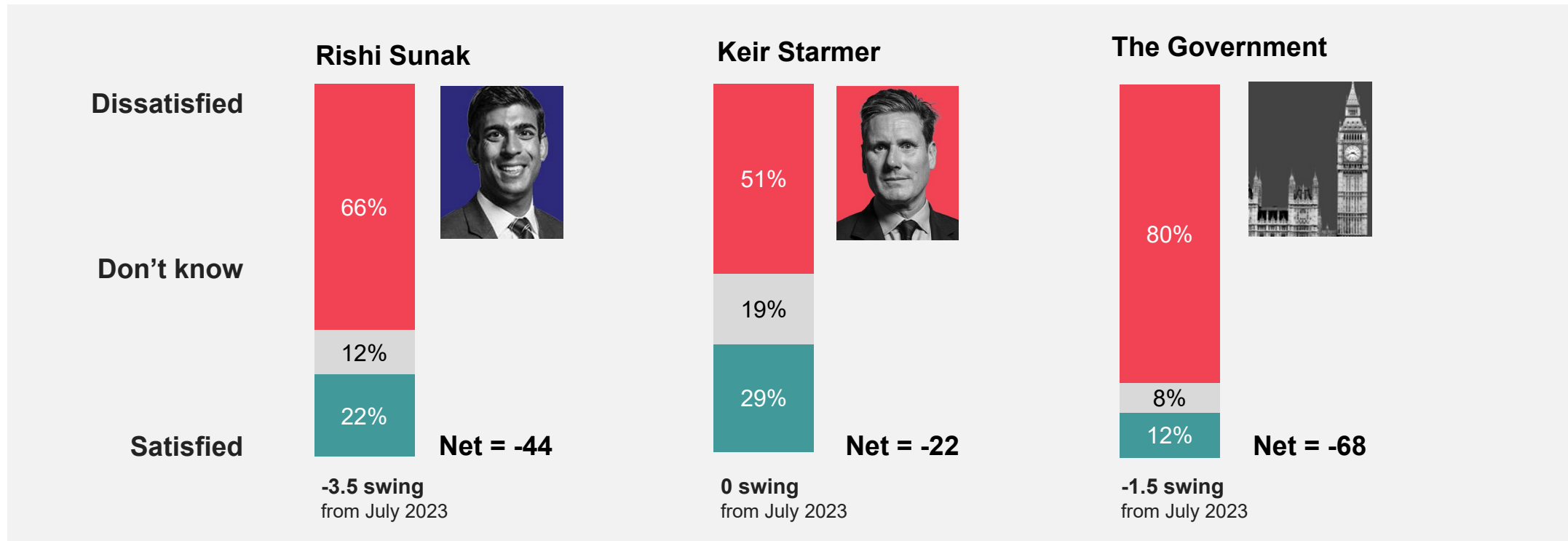


**SATISFACTION**  
WITH GOVERNMENT  
AND PARTY LEADERS



# Satisfaction with leaders and the Government: September 2023

Are you satisfied or dissatisfied with the way.... is running the country / doing his job as Prime Minister /Leader of the Labour Party?



Base: 1,004 British adults 18+, 6-12 September 2023. Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos Political Monitor

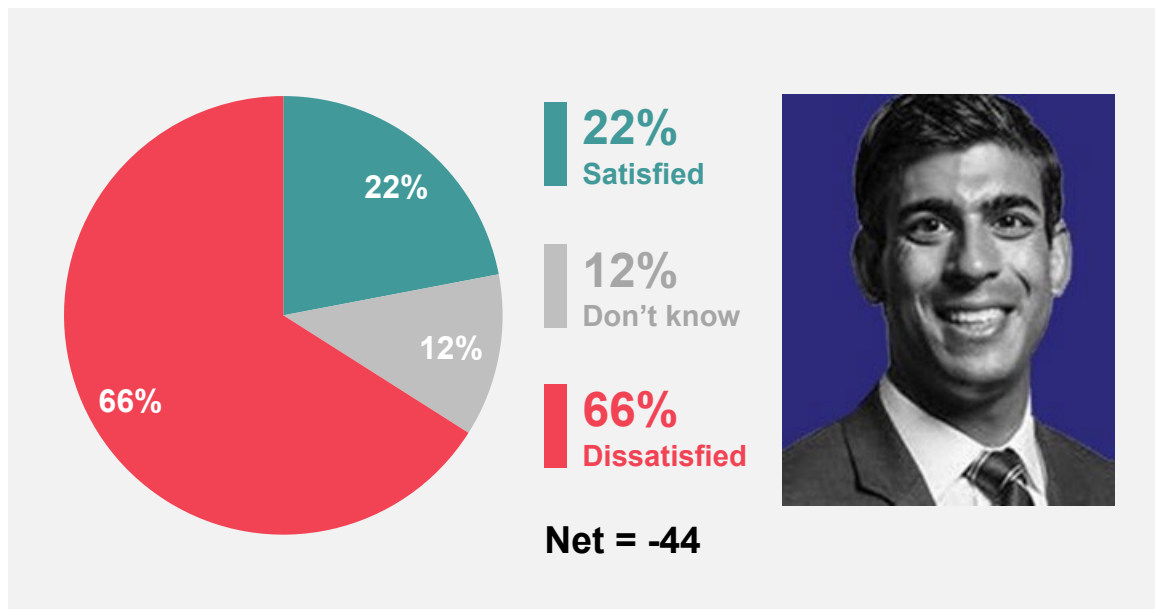


# Rishi Sunak: Satisfaction

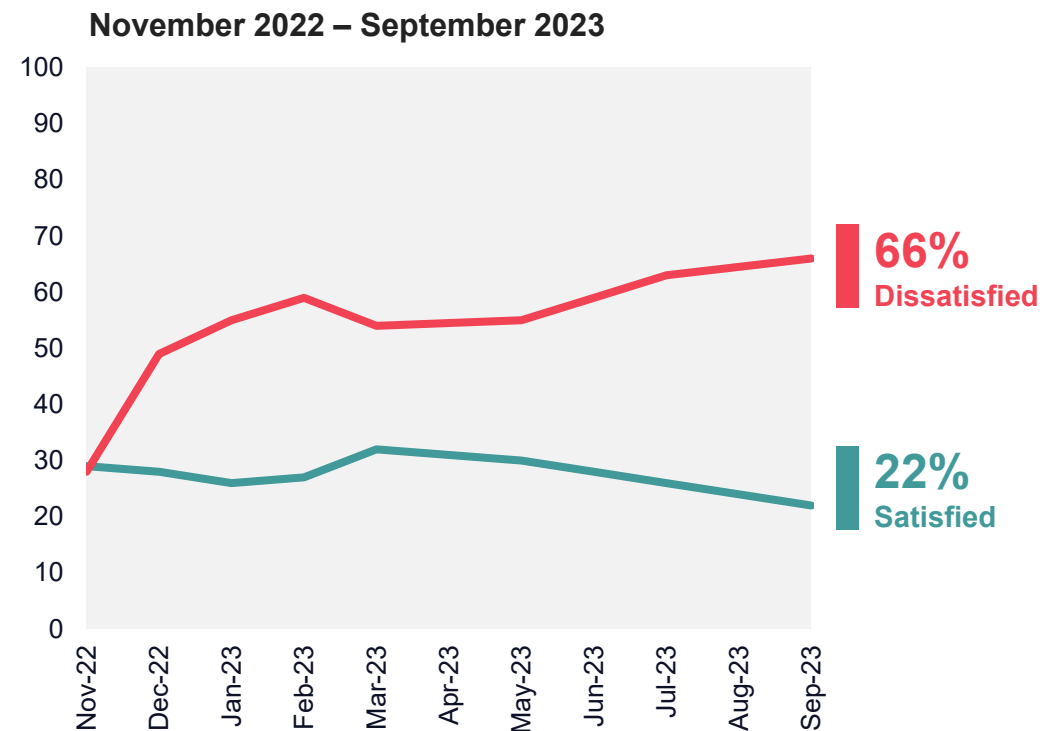
Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

September 2023

Among all



Base: 1,004 British adults 18+, 6-12 September 2023

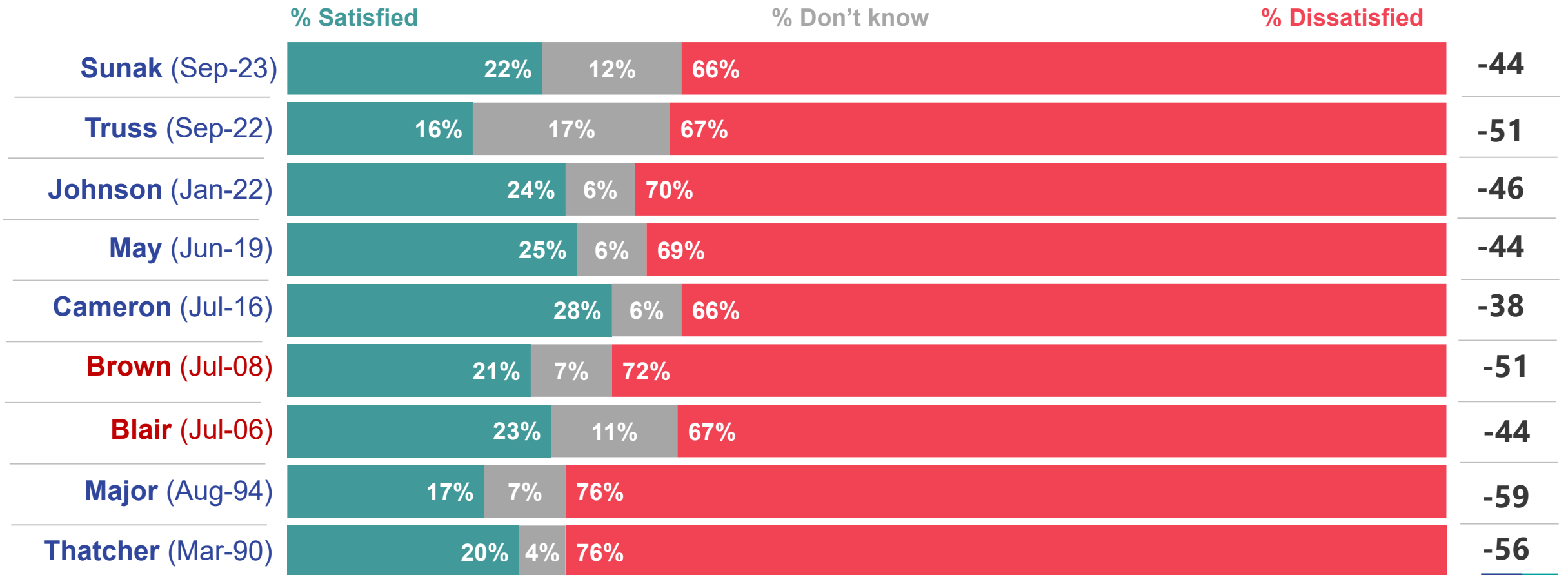


Source: Ipsos Political Monitor



# Satisfaction with Prime Minister: Worst Ipsos rating as Prime Minister

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone  
**Base:** c.1,000 British adults each month

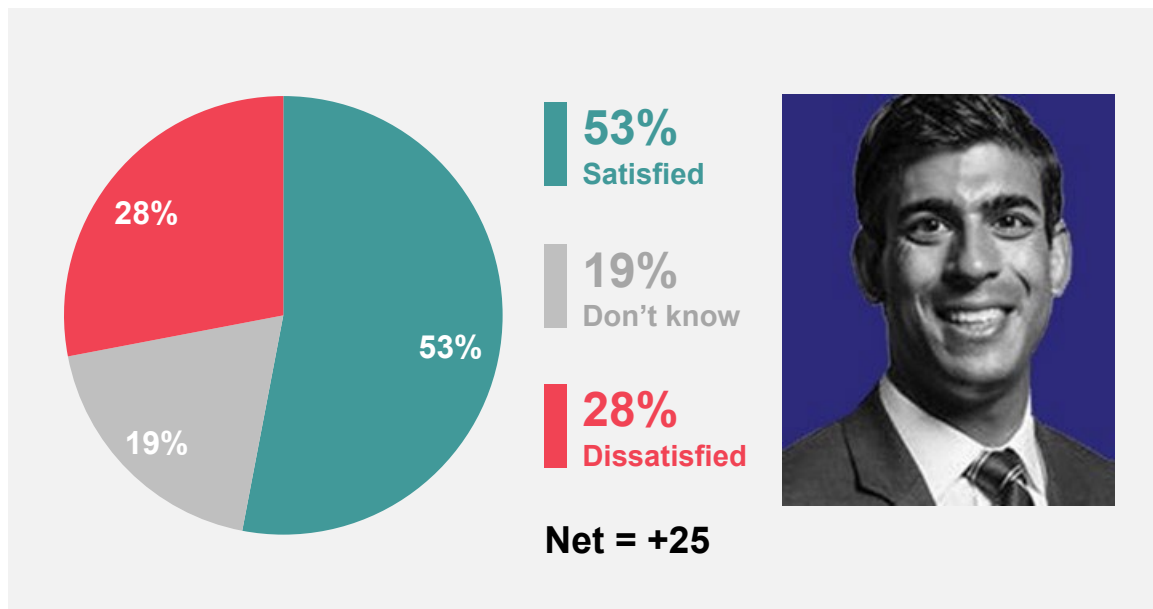
Source: Ipsos Political Monitor



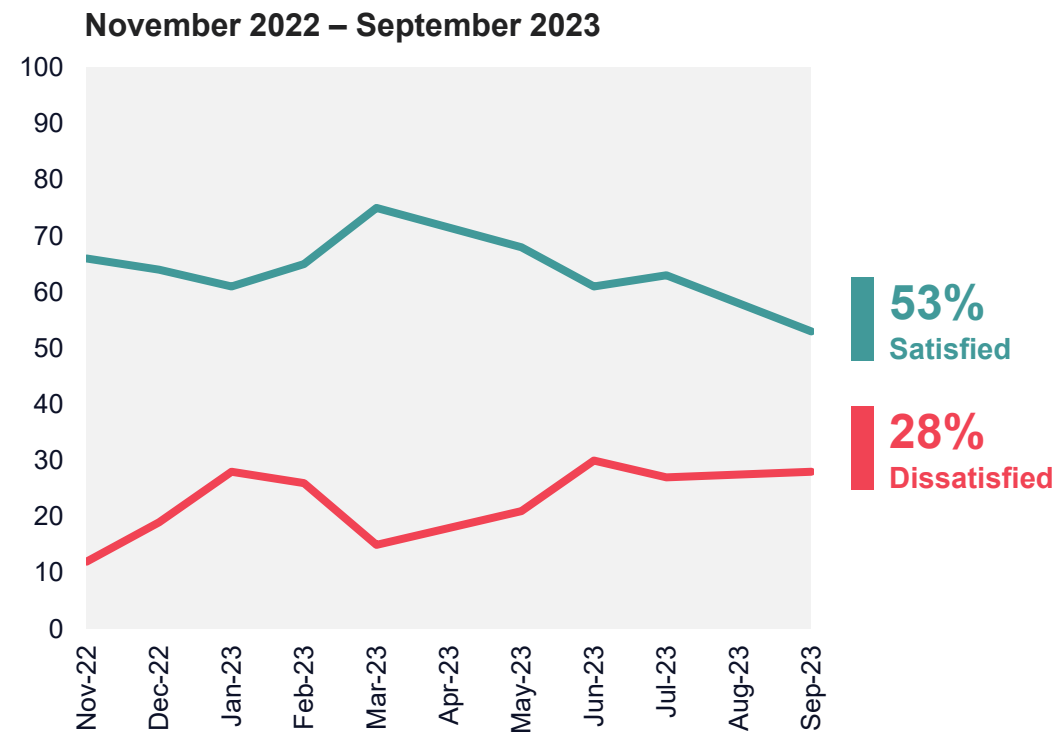
# Rishi Sunak: Satisfaction amongst Conservative supporters

Are you satisfied or dissatisfied with the way Rishi Sunak is doing his job as Prime Minister?

September 2023



Base: 198 Conservative party supporters aged 18+, 6-12 September 2023

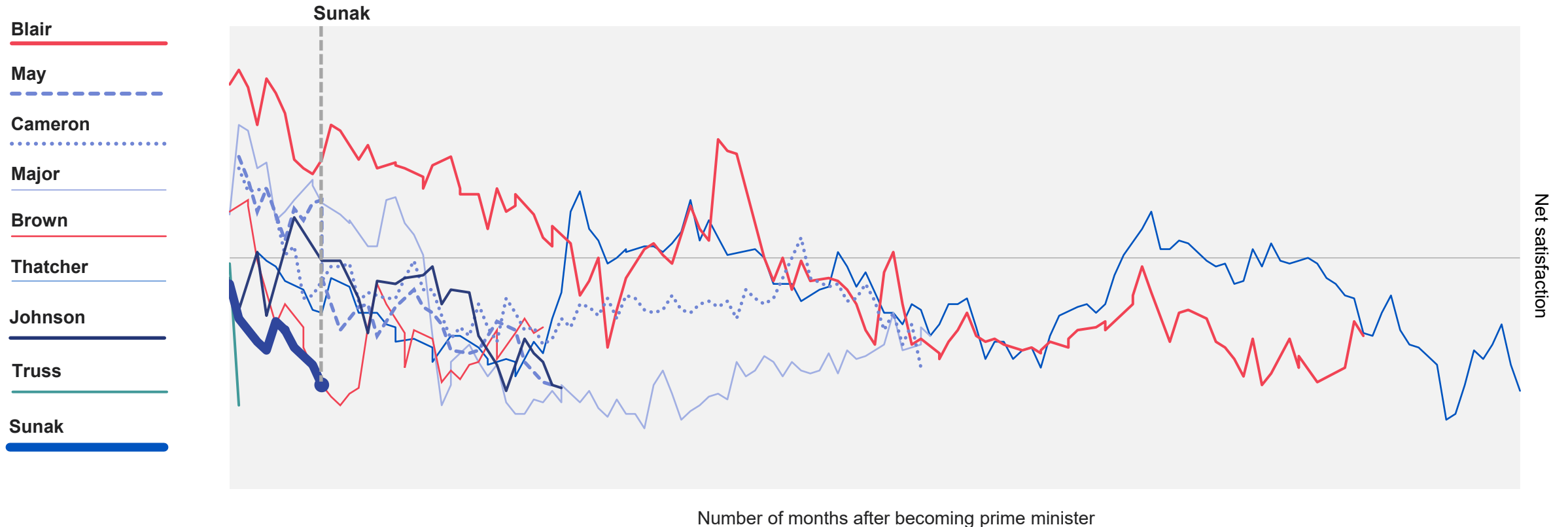


Source: Ipsos Political Monitor



# Net satisfaction with Prime Ministers (1979-2023)

How satisfied or dissatisfied are you with the way ... is doing his/her job as Prime Minister?



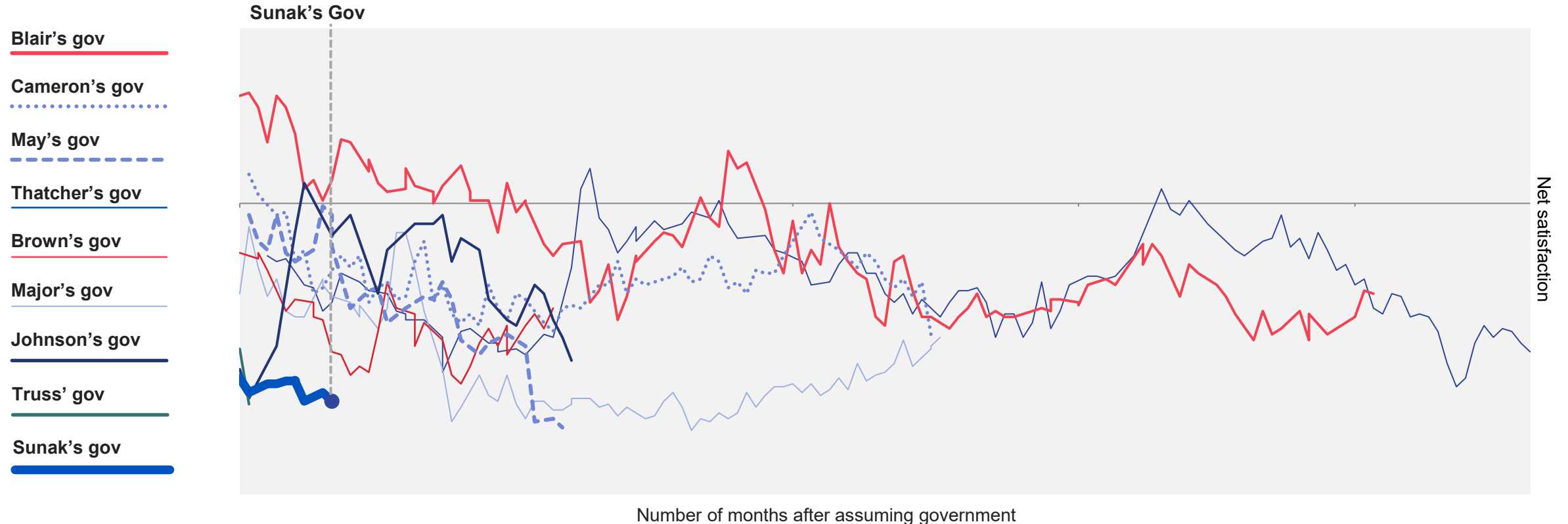
**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone  
**Base:** c.1,000 British adults each month

**Source:** Ipsos Political Monitor



# Net satisfaction with the Government (1979 – 2023)

How satisfied or dissatisfied are you with the way the government is running the country?



**Note:** Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone  
**Base:** c.1,000 British adults each month

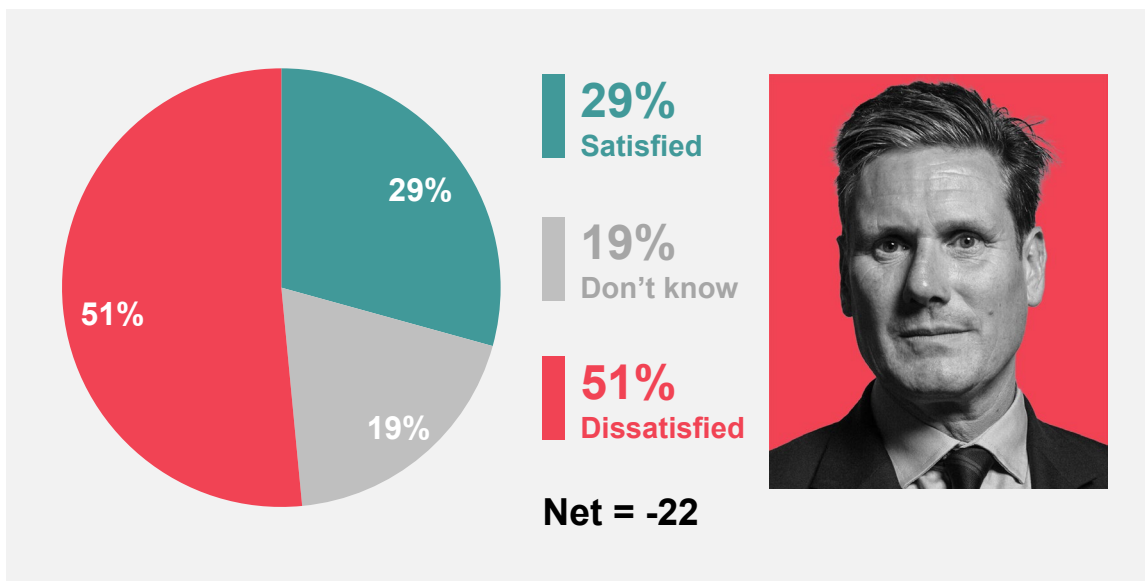
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction

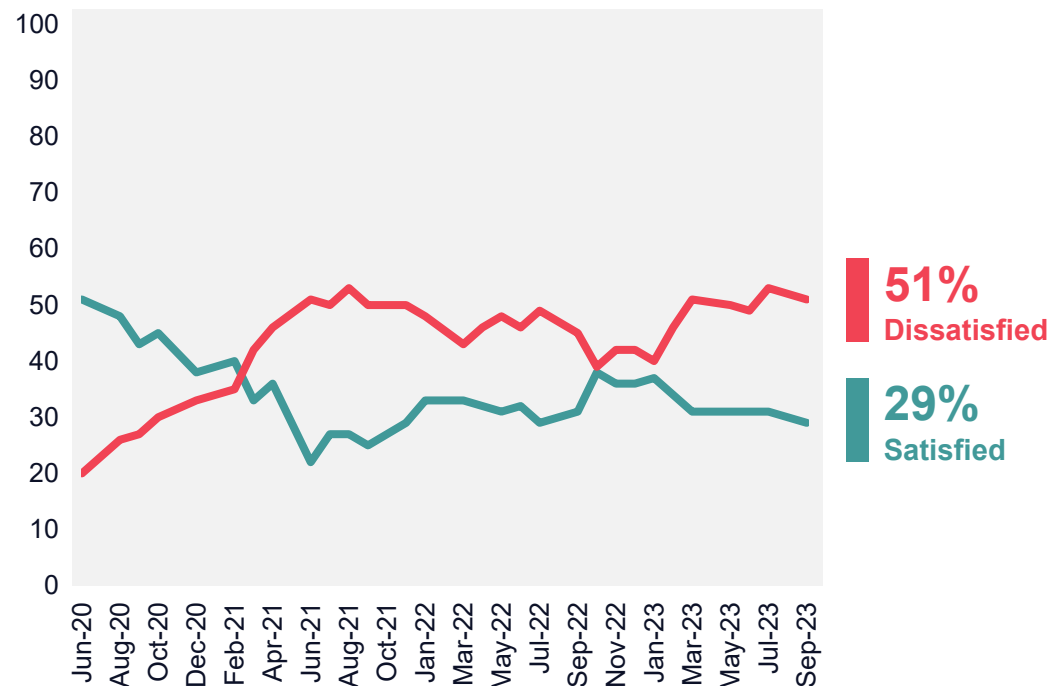
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2023



Base: 1,004 British adults 18+, 6-12 September 2023

June 2020 – September 2023



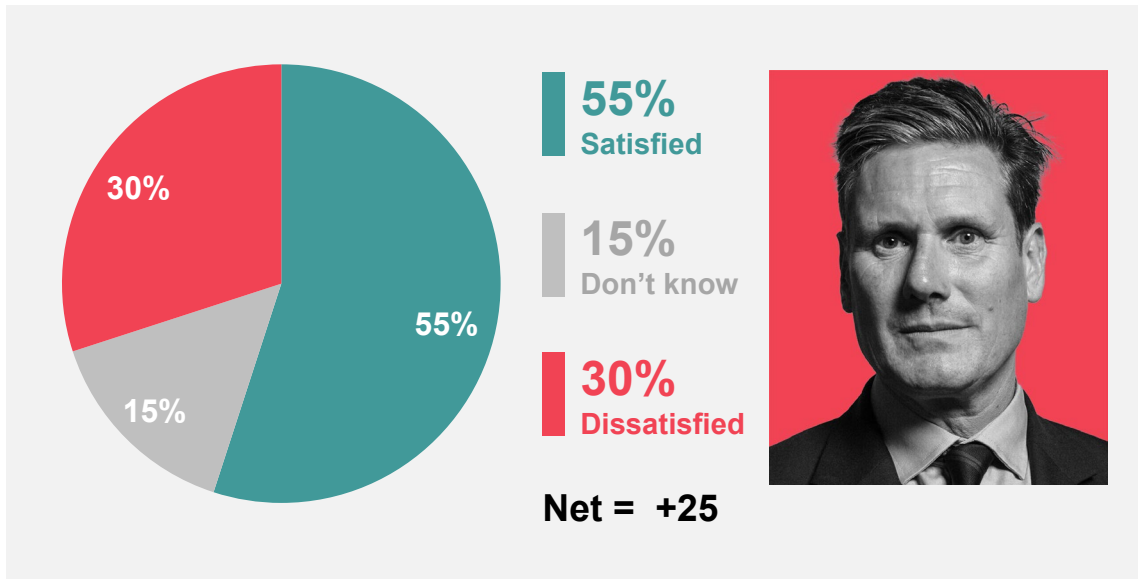
Source: Ipsos Political Monitor



# Keir Starmer: Satisfaction amongst Labour supporters

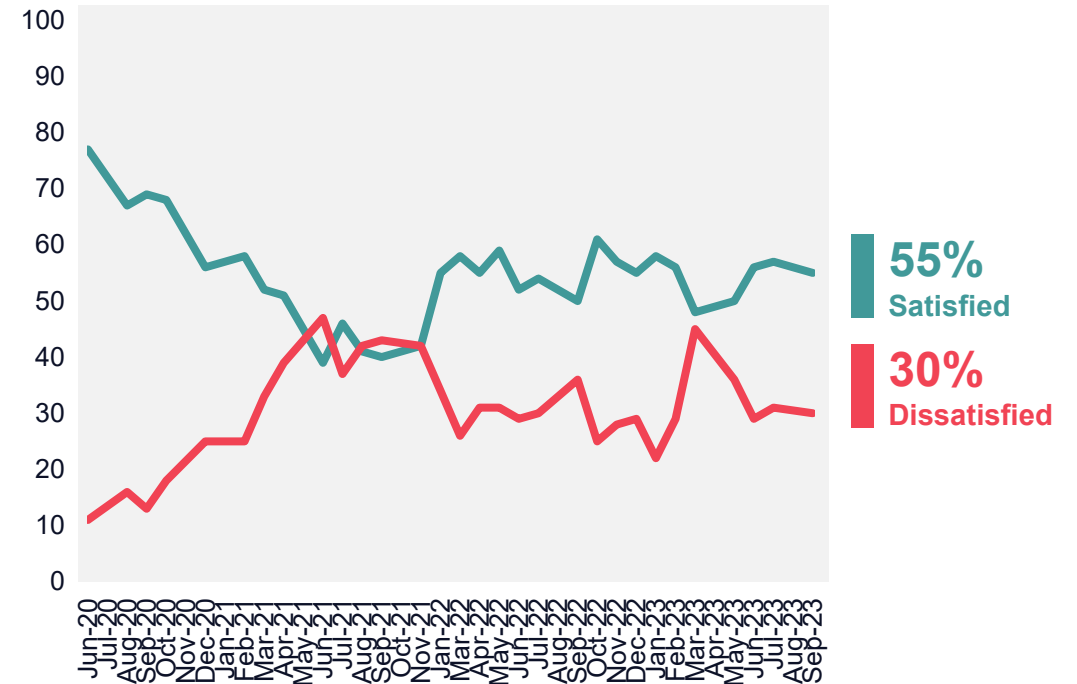
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as leader of the Labour Party?

September 2023



Base: 330 Labour Party supporters aged 18+, 6-12 September 2023

June 2020 – September 2023



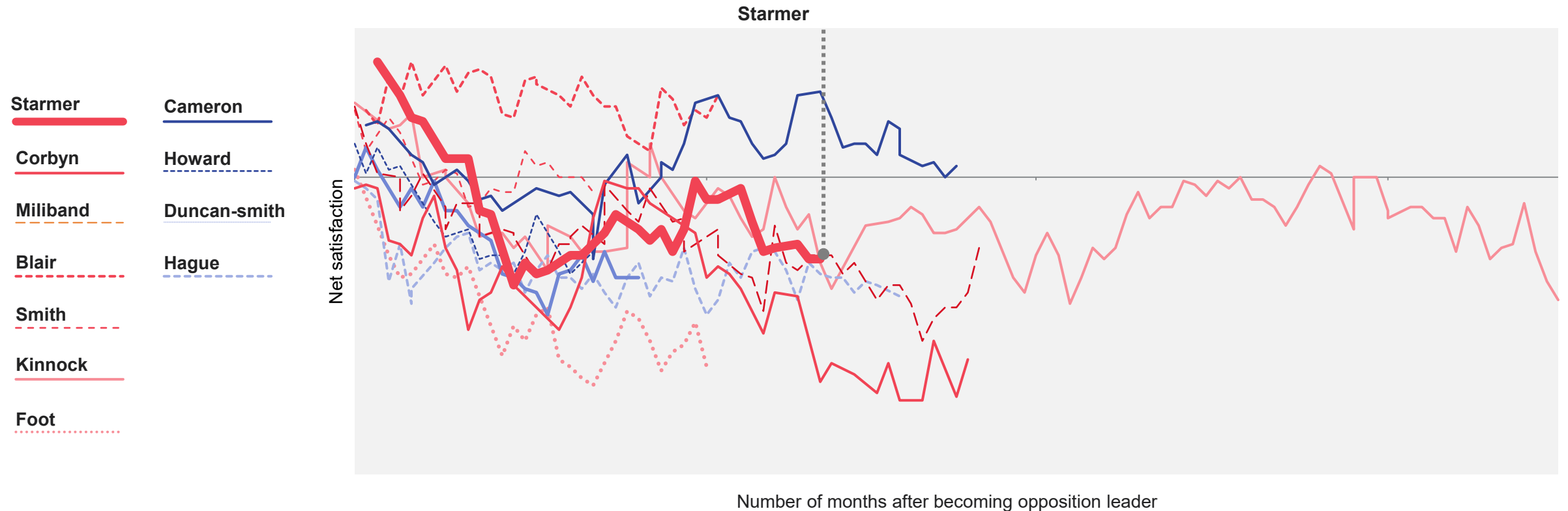
Source: Ipsos Political Monitor





# Net satisfaction with Opposition Leaders (1980 – 2023)

How satisfied or dissatisfied are you with the way ... is doing his job as leader of the ... Party?



*Note: Data collected prior to September 2008 was collected via face-to-face methodology; data collected from September 2008 was via telephone*  
*Base: c.1,000 British adults each month*

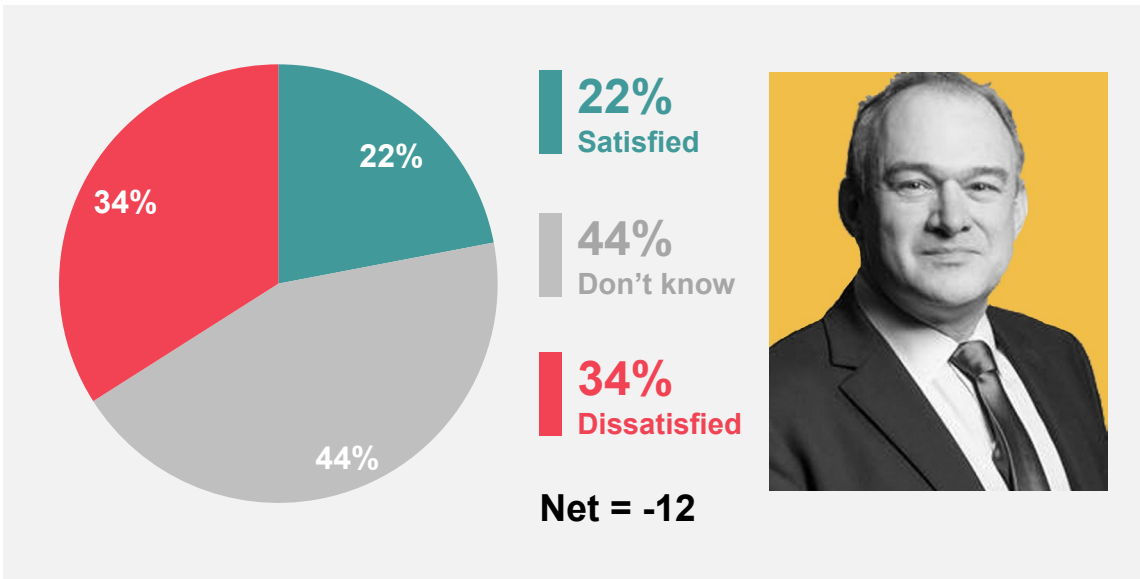
Source: Ipsos Political Monitor



# Ed Davey: Satisfaction

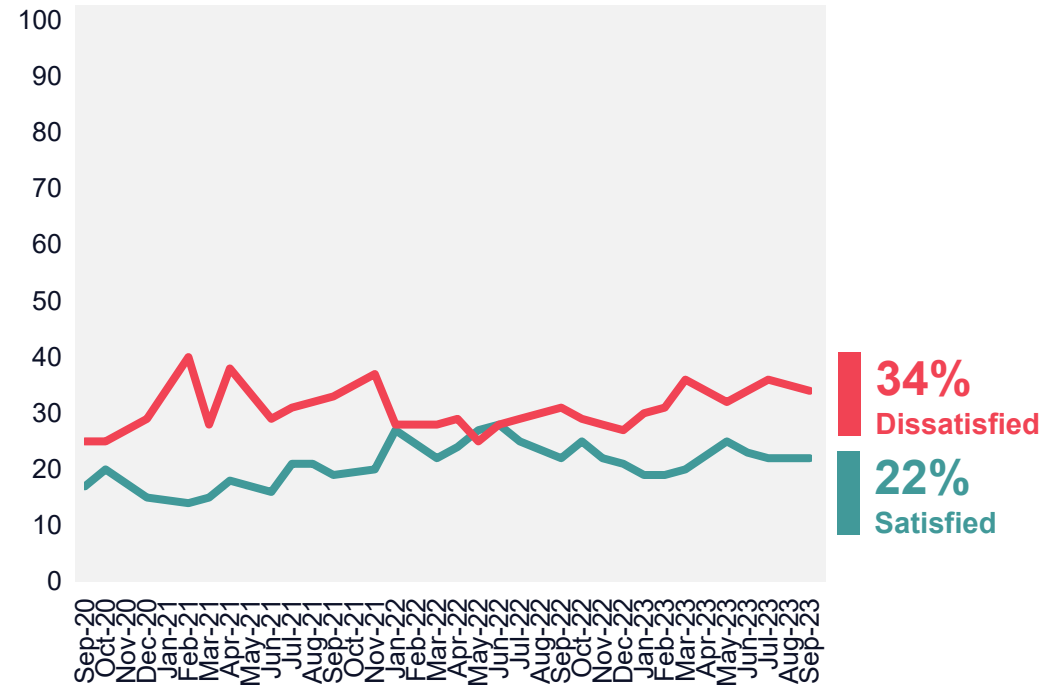
Are you satisfied or dissatisfied with the way Ed Davey is doing his job as leader of the Liberal Democrats?

September 2023



Base: 1,004 British adults 18+, 6-12 September 2023

September 2020 – September 2023



Source: Ipsos Political Monitor



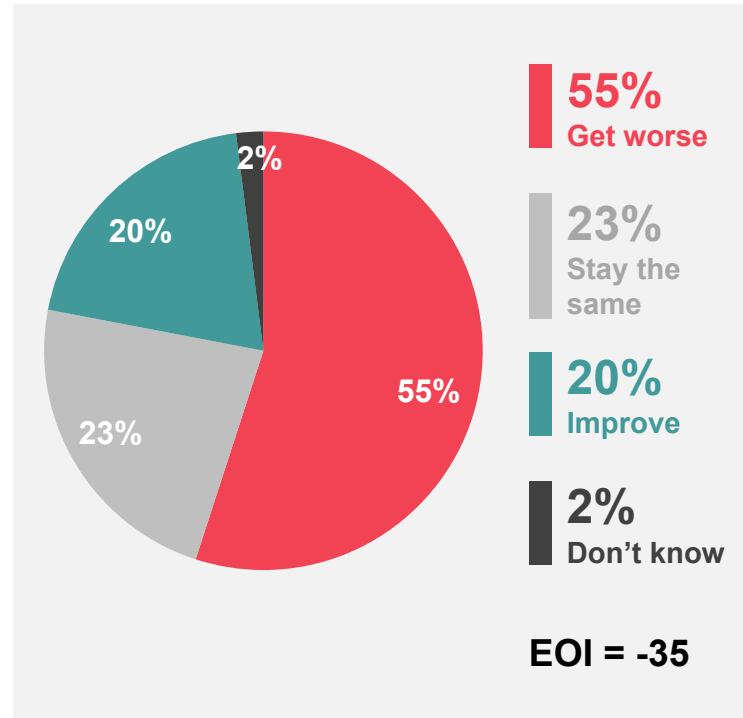
# ECONOMIC OPTIMISM



# Economic Optimism Index

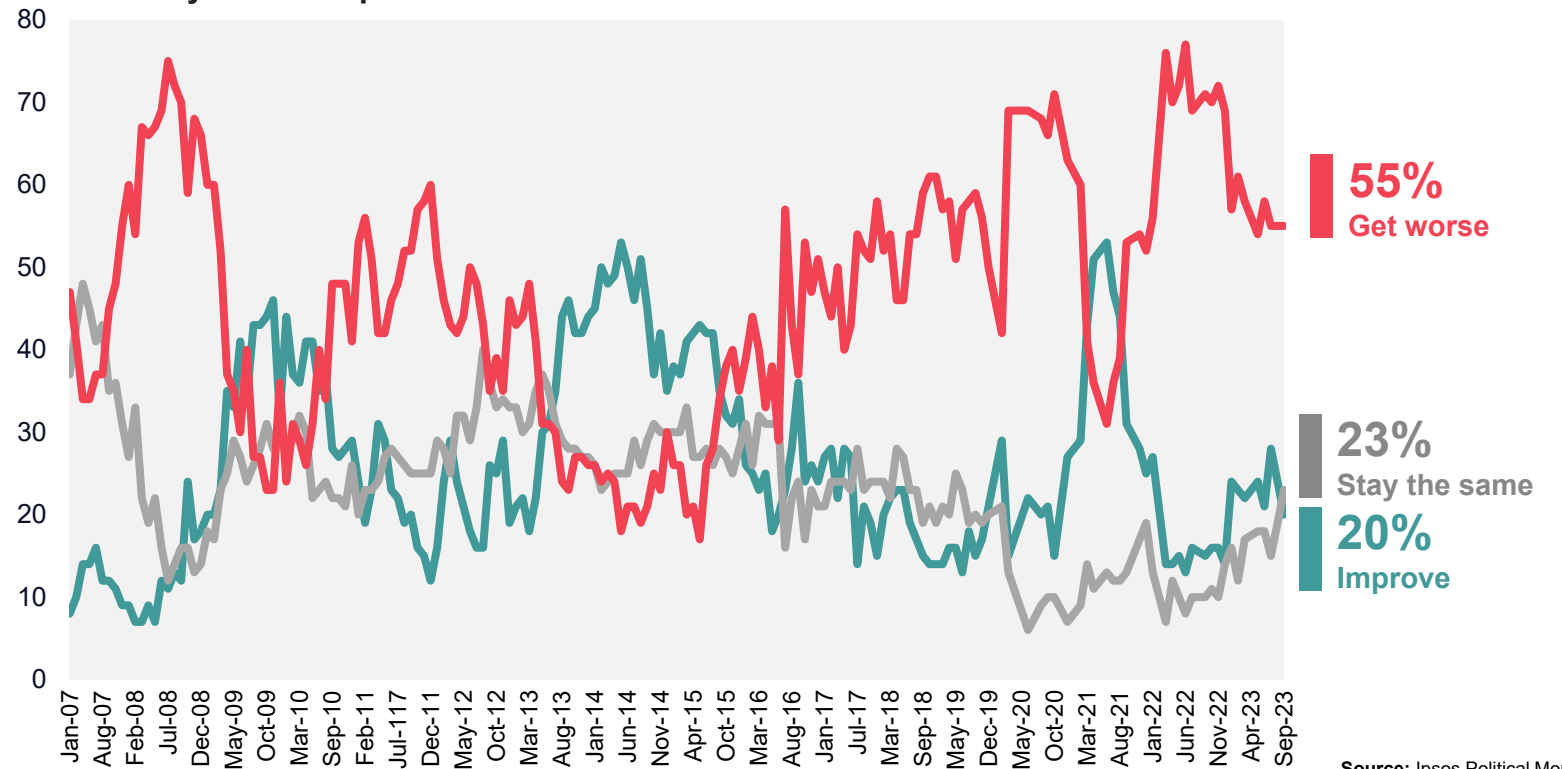
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

September 2023



Base: 1,004 British adults 18+, 6-12 September 2023

January 2007 – September 2023

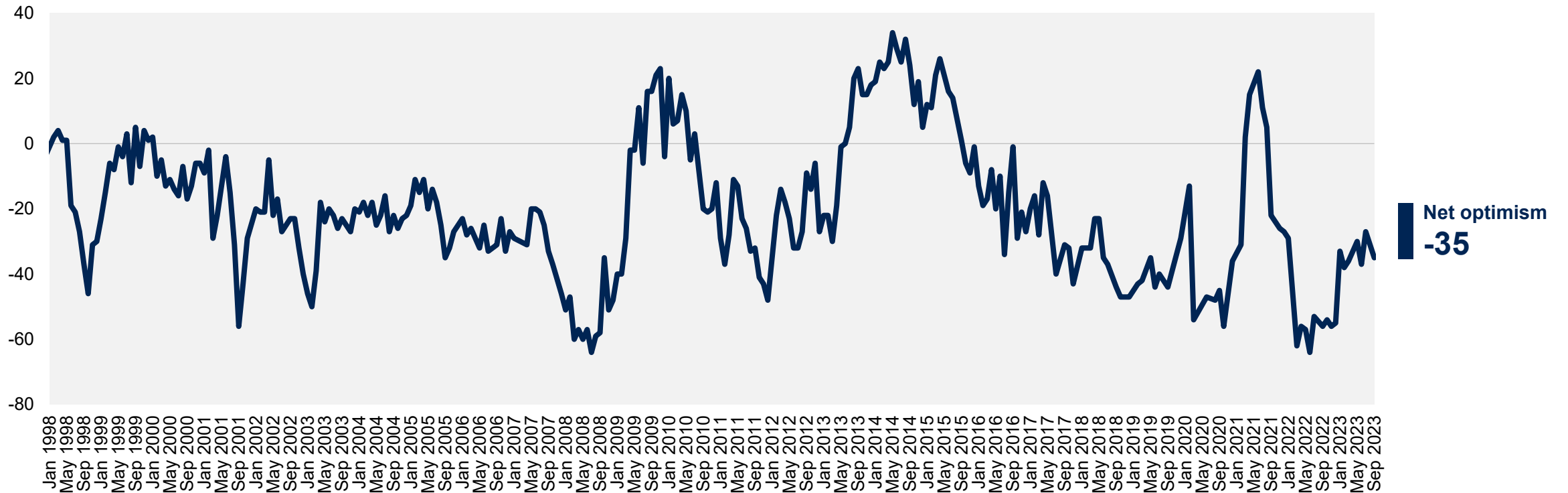


Source: Ipsos Political Monitor



# Economic Optimism Index (1998-2023)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



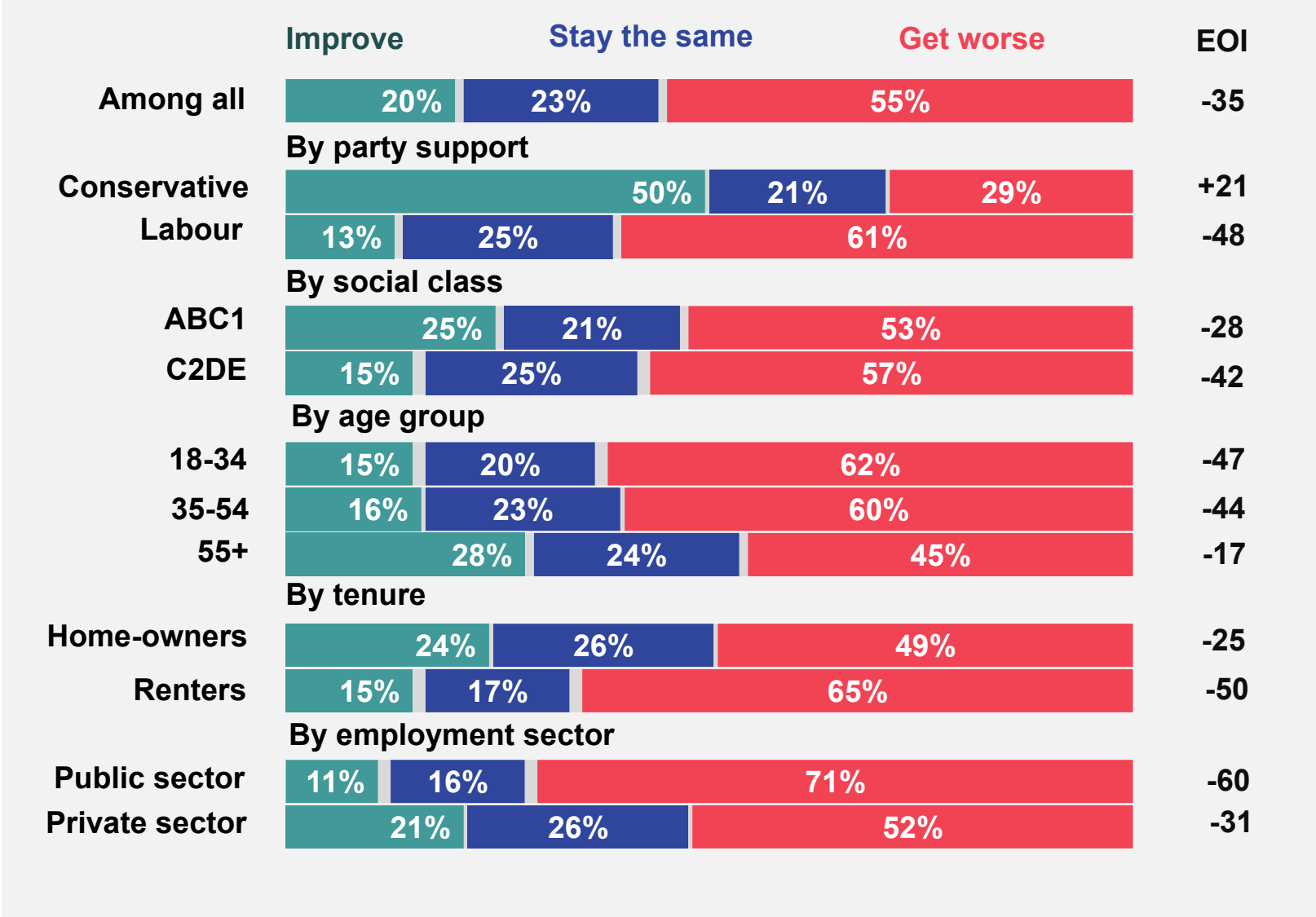
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



# How do public feel about the future of the economy?

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: 1,004 British adults 18+, 6-12 September 2023. \* Economic optimism (EOI) is calculated by subtracting the percentage who say the economy will get worse, from the percentage who say it will improve.



# LEADERSHIP

# Leader image: Sunak v Starmer

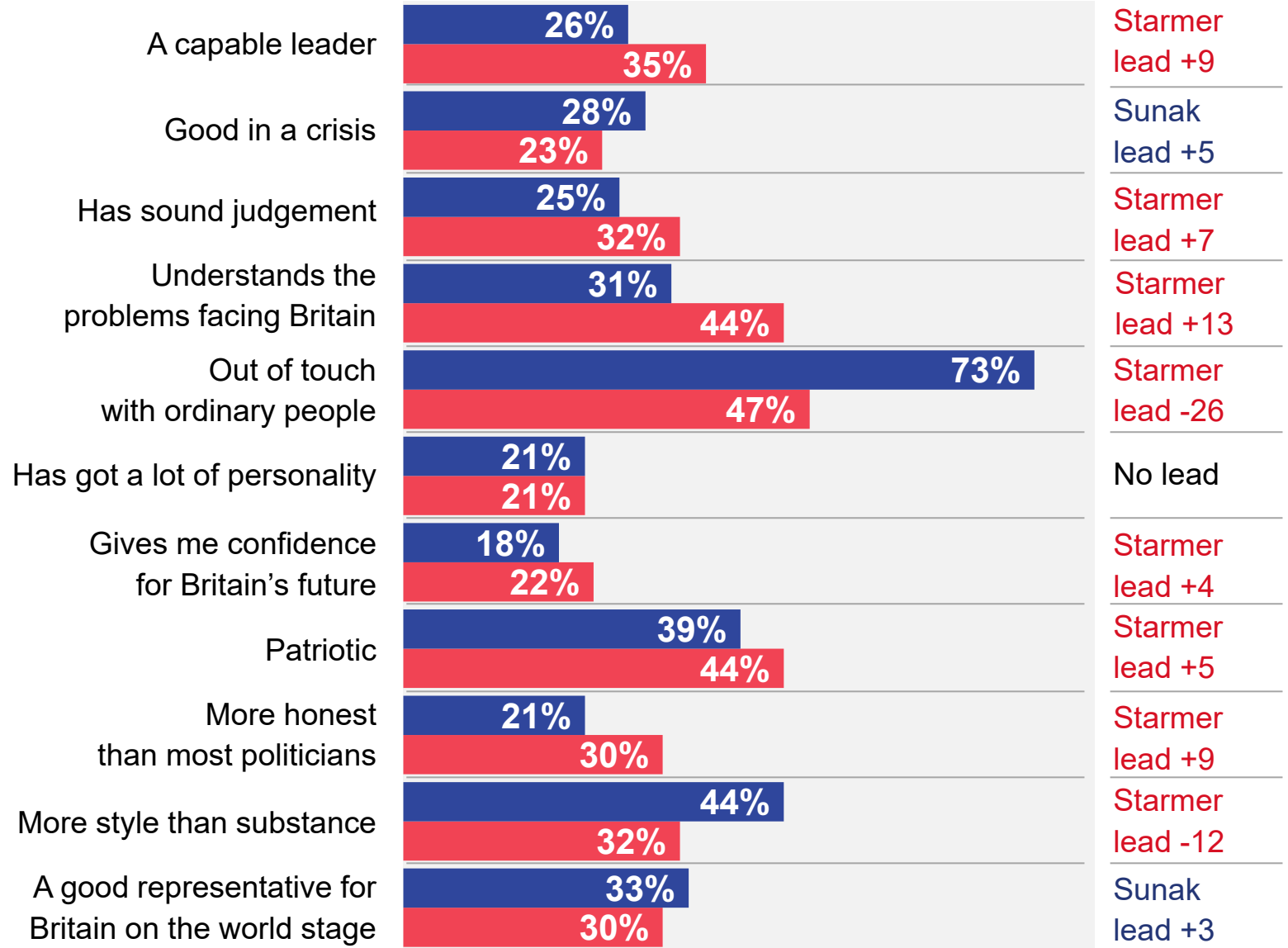
I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Rishi  
Sunak**



**Keir  
Starmer**



Base: 1,004 British adults 18+, 6-12 September 2023

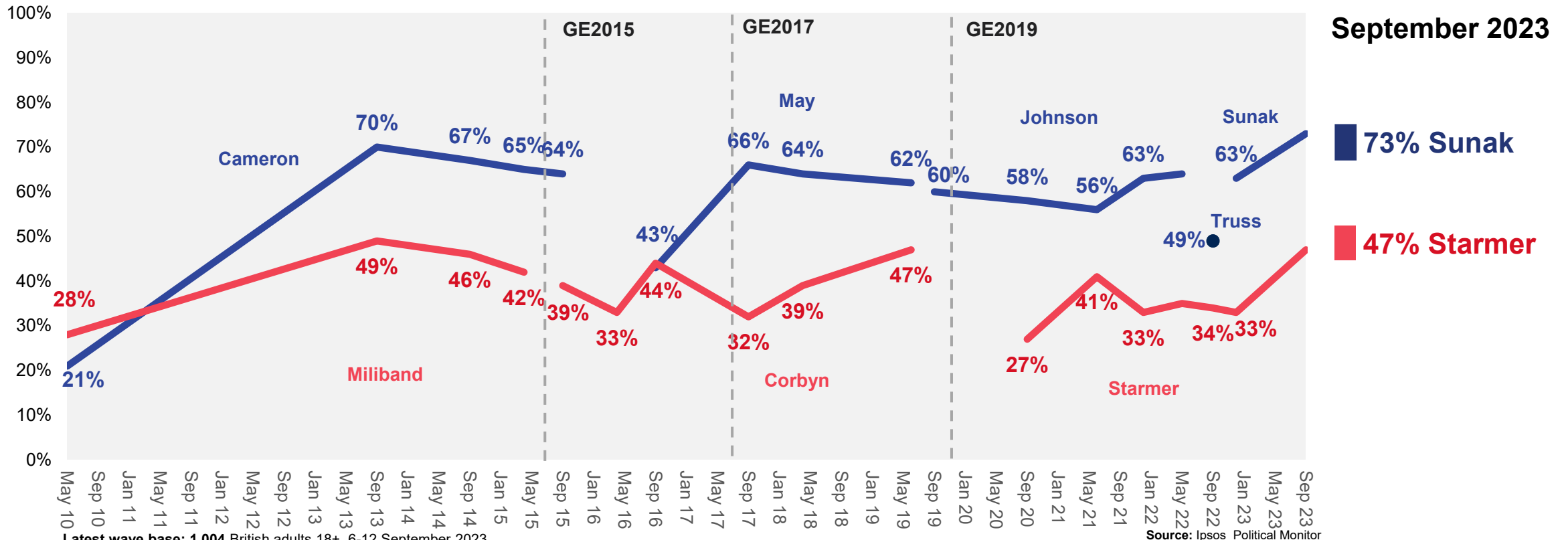




# Leader image: Out of touch with ordinary people

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

% Describing ... as “out of touch with ordinary people”, 2010 - 2023



Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
c.1000 people asked each wave.

Source: Ipsos Political Monitor



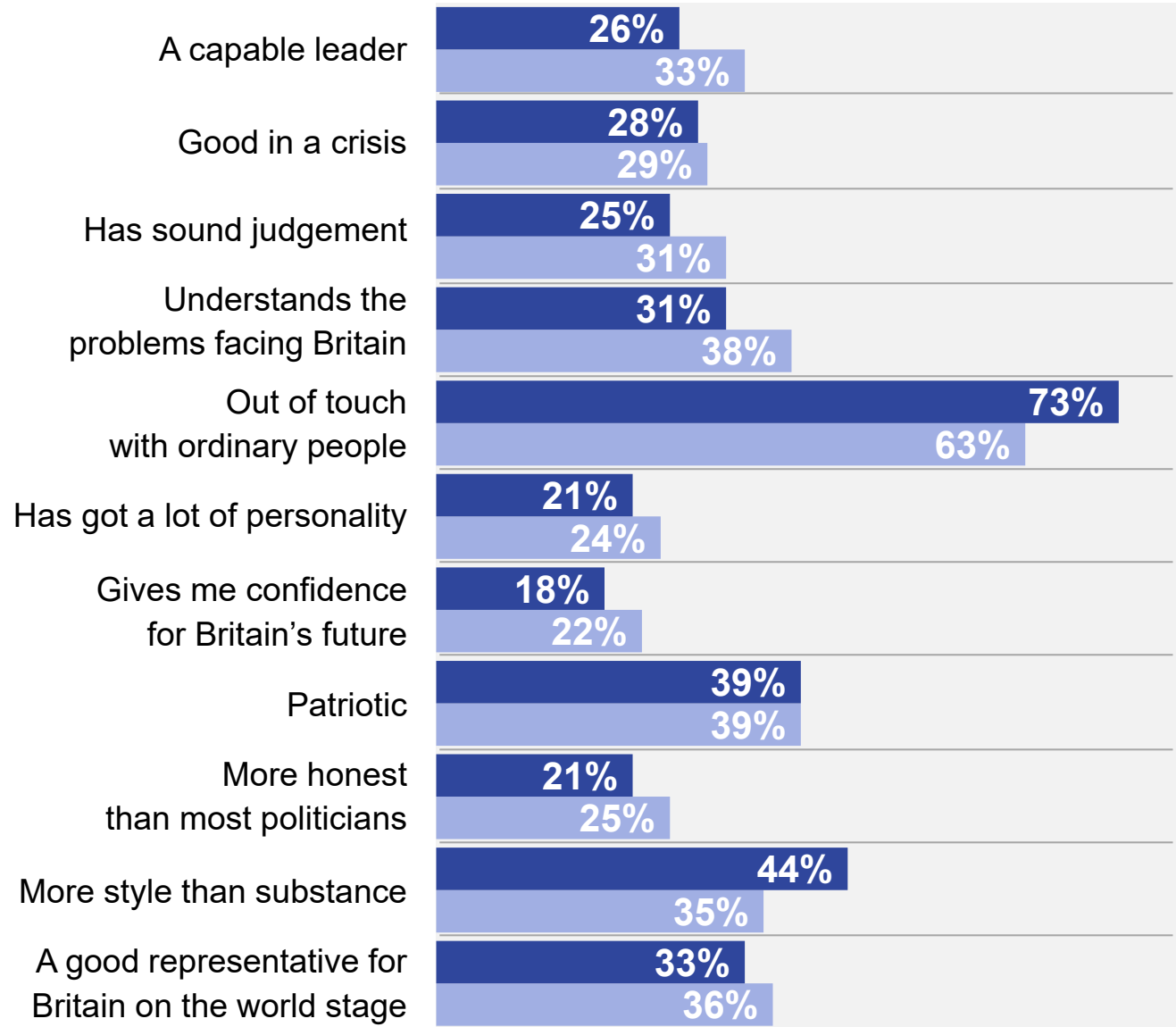
# Leader image: Sunak Sept 2023 vs Dec 2022

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...



**Rishi  
Sunak**

■ **Sep 2023**  
■ **Dec 2022**



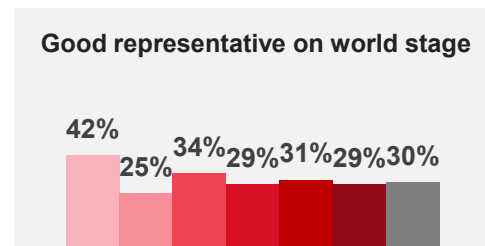
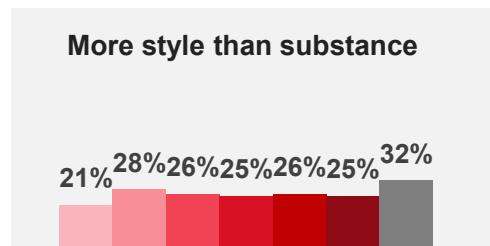
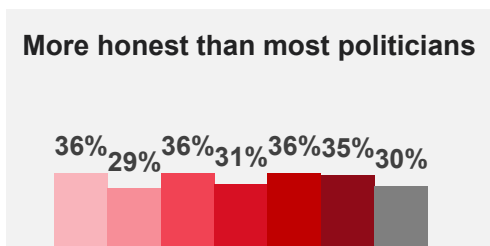
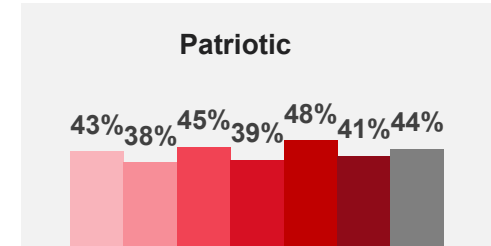
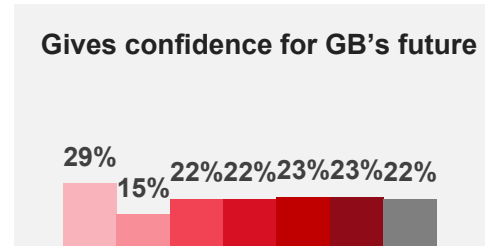
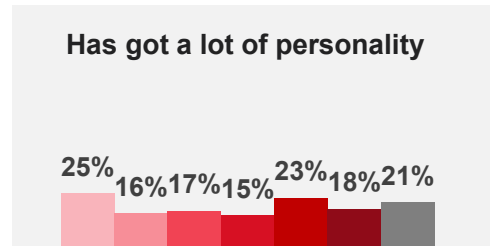
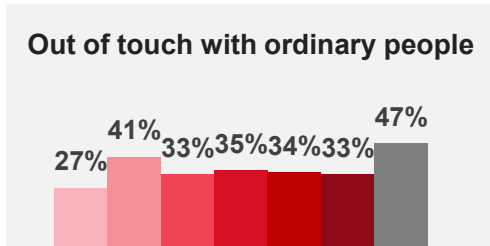
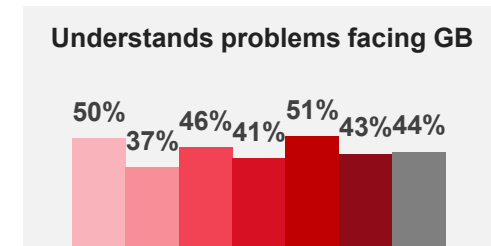
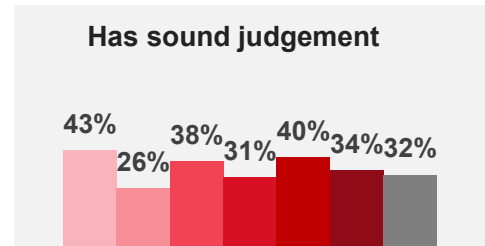
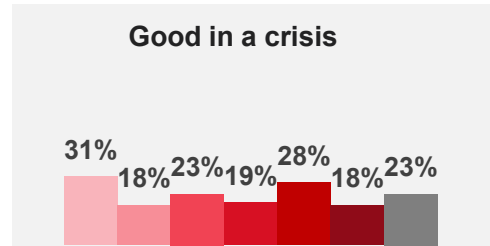
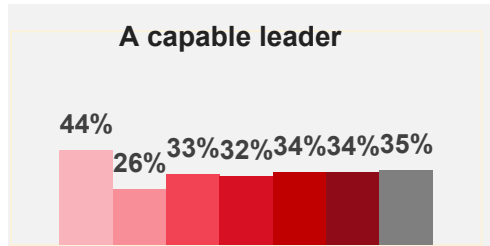
Base: 1,004 British adults 18+, 6-12 September 2023



# Leader image: Starmer trend

I am going to read out some things both favourable and unfavourable that have been said about various politicians. Which of these, if any, do you think apply to...

■ Sept 2020 
 ■ June 2021 
 ■ Dec 2021 
 ■ May 2022 
 ■ Sept 2022 
 ■ Dec 2022 
 ■ Sep 2023



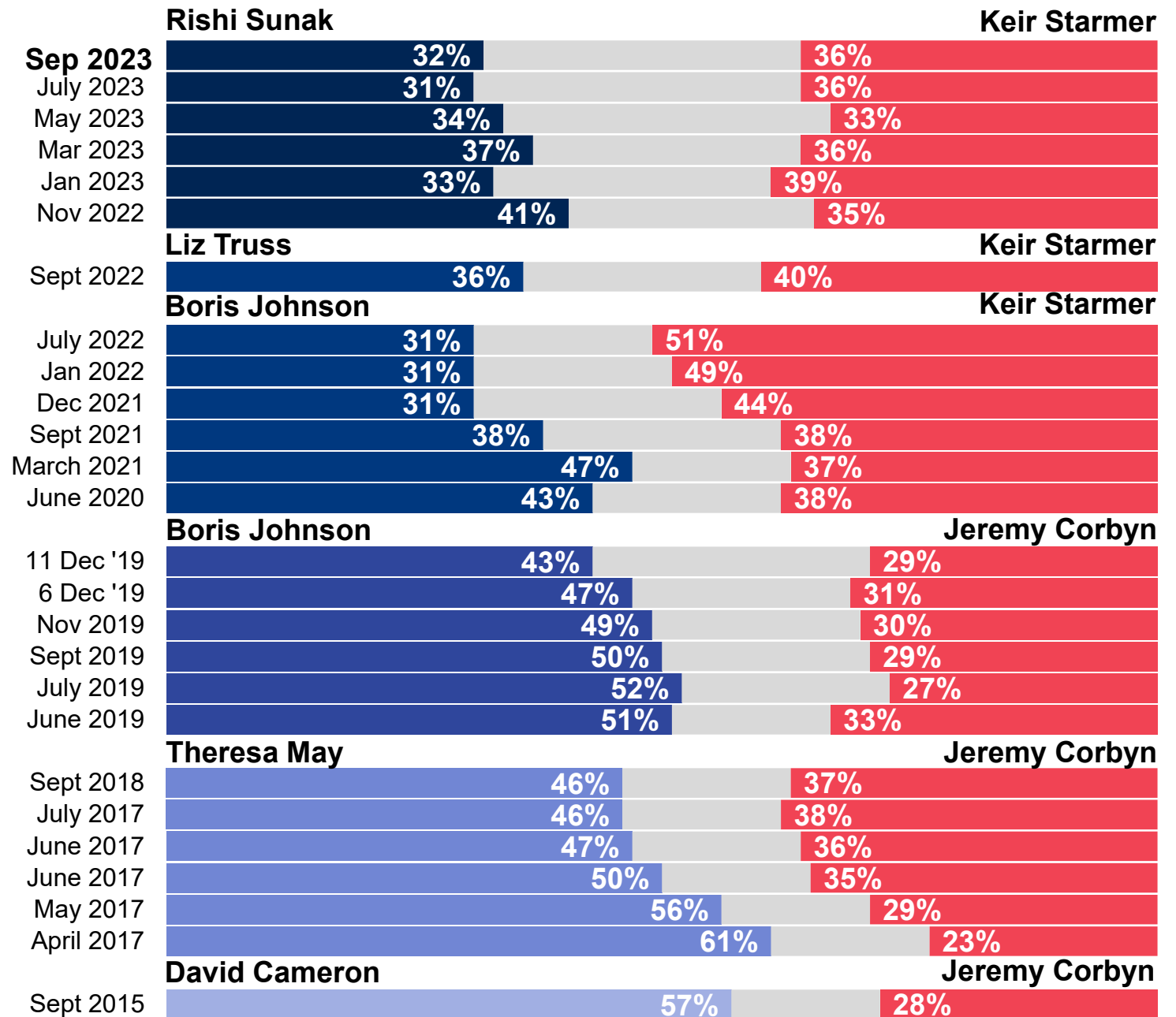
**Keir Starmer**

Base: 1,004 British adults 18+, 6-12 September 2023



# Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer ?

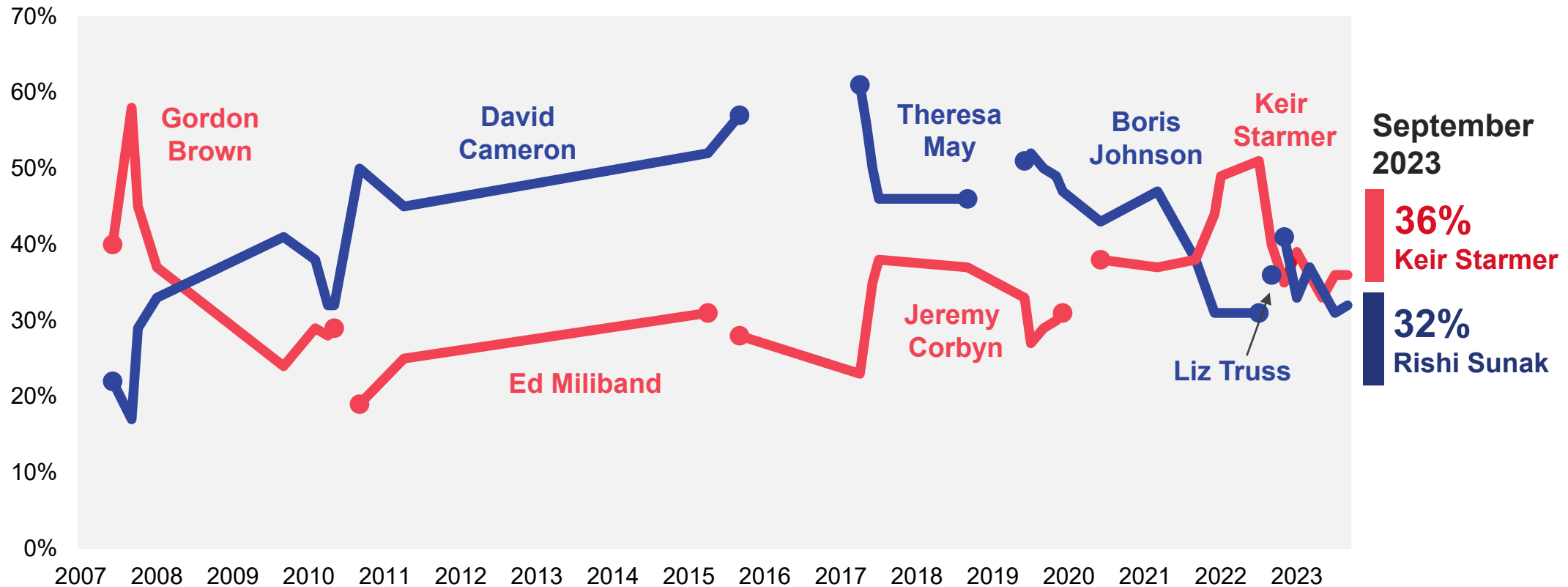


Base: 1,004 British adults 18+, 6-12 September 2023

Source: Ipsos Political Monitor

# Who would make the most capable Prime Minister?

Who do you think would make the most capable Prime Minister, the Conservative's Rishi Sunak, or Labour's Keir Starmer?



Base: c.1,000 British adults each month

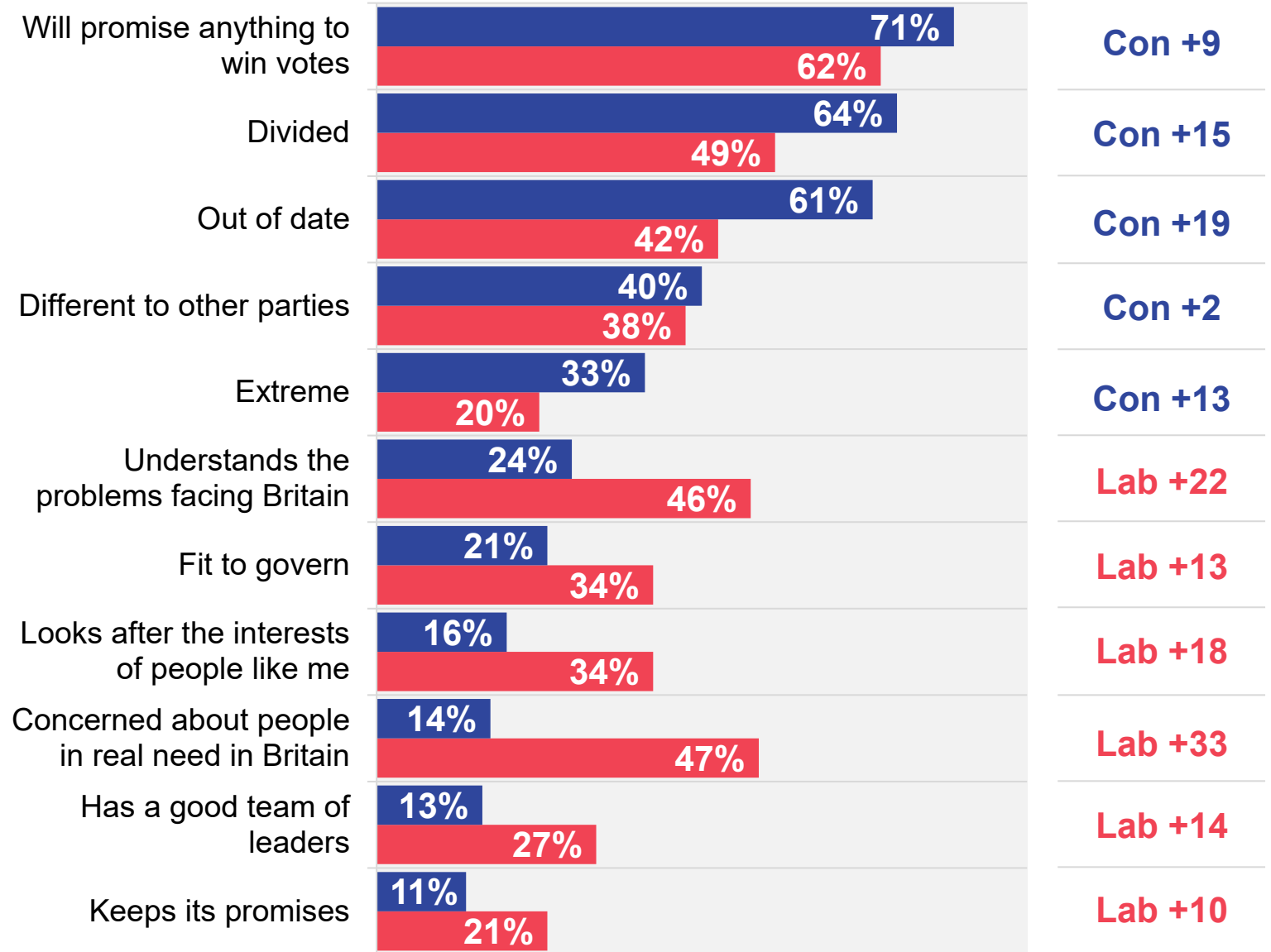
Source: Ipsos Political Monitor

# Party image: Conservatives vs Labour

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

■ The Conservative party

■ The Labour party



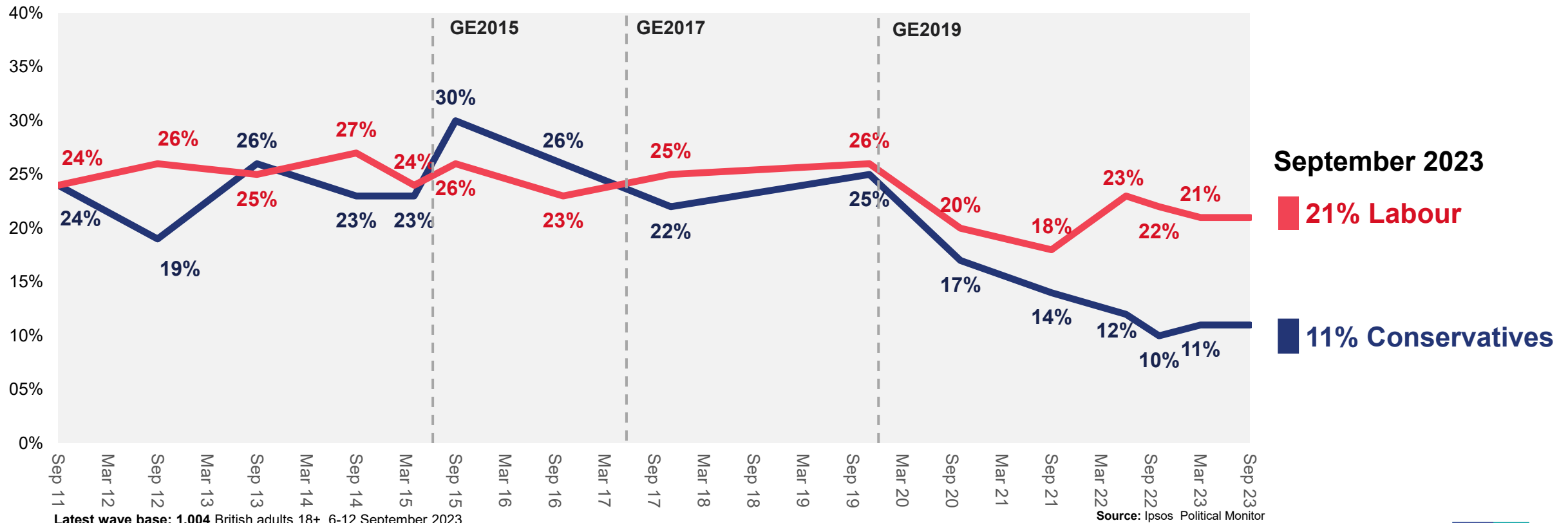
Base: 1,004 British adults 18+, 6-12 September 2023



# Party image: Keeps its promises

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Keeps its promises

% Describing ... as “it keeps its promises”, 2011-2023



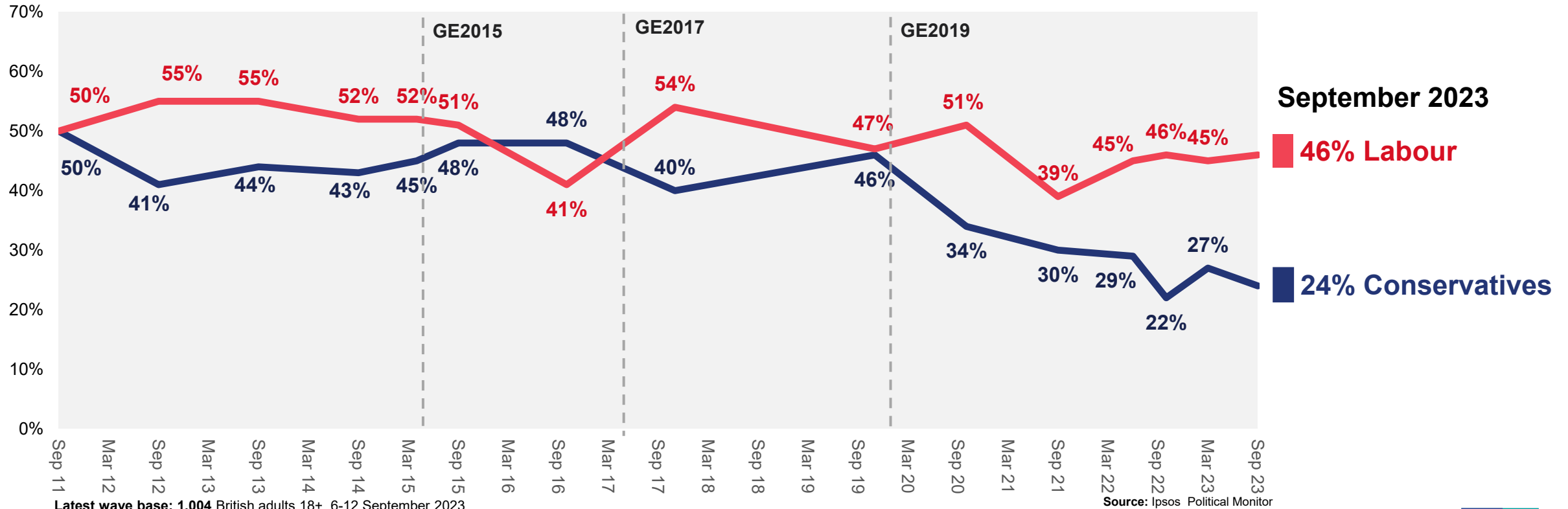
Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
 c.1000 people asked each wave.



# Party image: Understands the problems facing Britain

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Understands the problems facing GB

% Describing ... as “Understands the problems facing Britain”, 2011-2023



Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
 c.1000 people asked each wave.

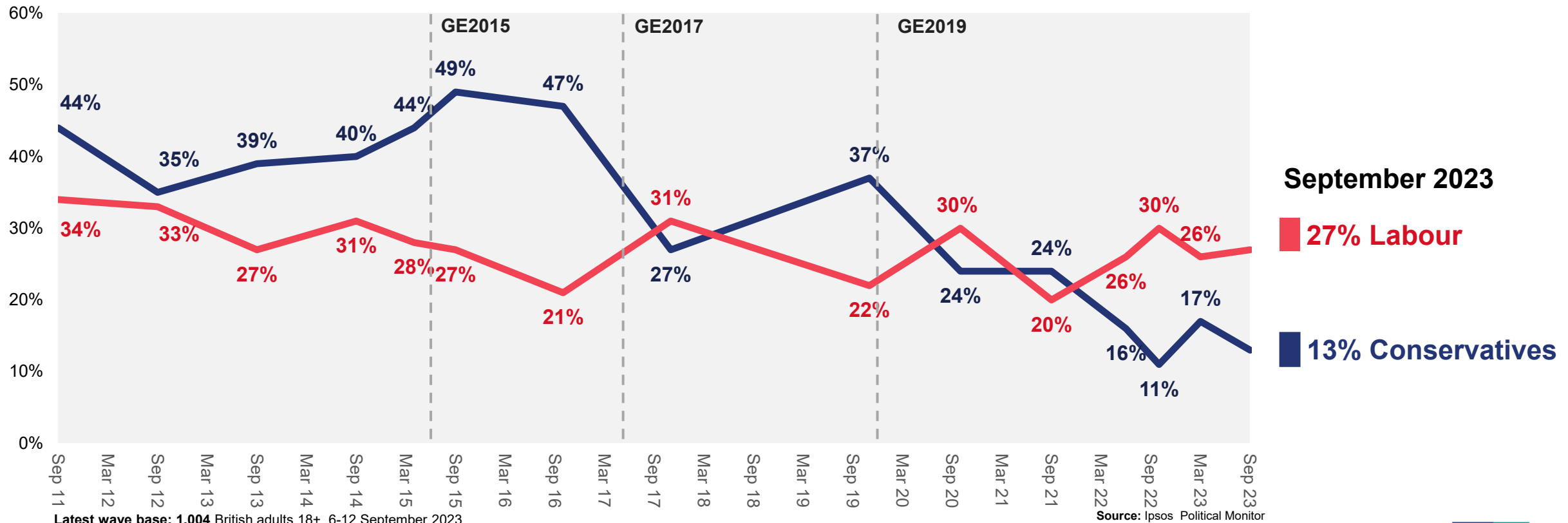




# Party image: Has a good team of leaders

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Has a good team of leaders

% Describing ... as “has a good team of leaders”, 2011-2023



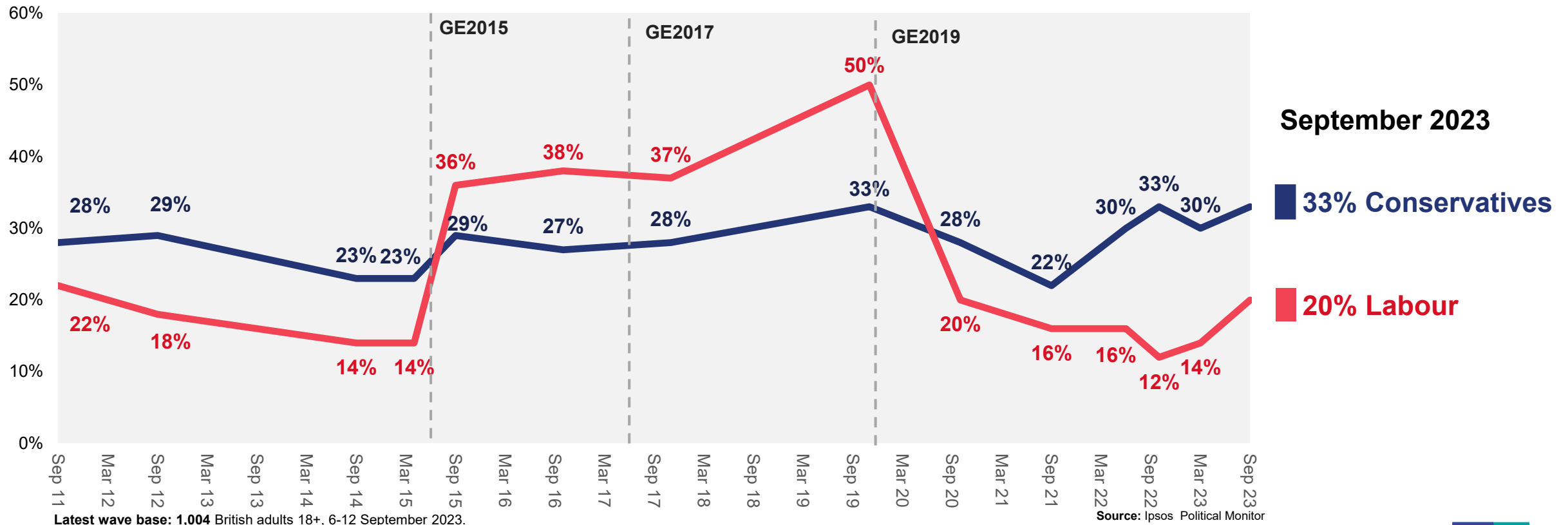
Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
 c.1000 people asked each wave.



# Party image: Extreme

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Extreme

% Describing ... as “extreme”, 2011-2023

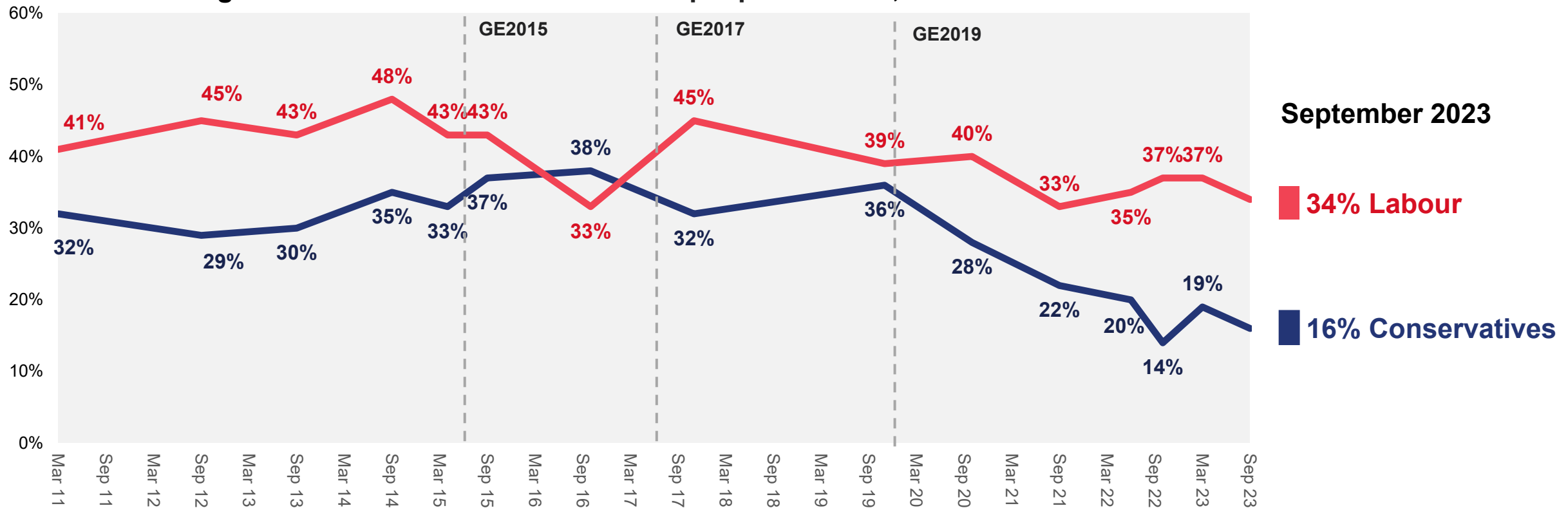


# Party image: Looks after the interests of people like me

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...?

Looks after the interests of people like me

% Describing ... as “Looks after the interests of people like me”, 2011-2023



Latest wave base: 1,004 British adults 18+, 6-12 September 2023. c.1000 people asked each wave.

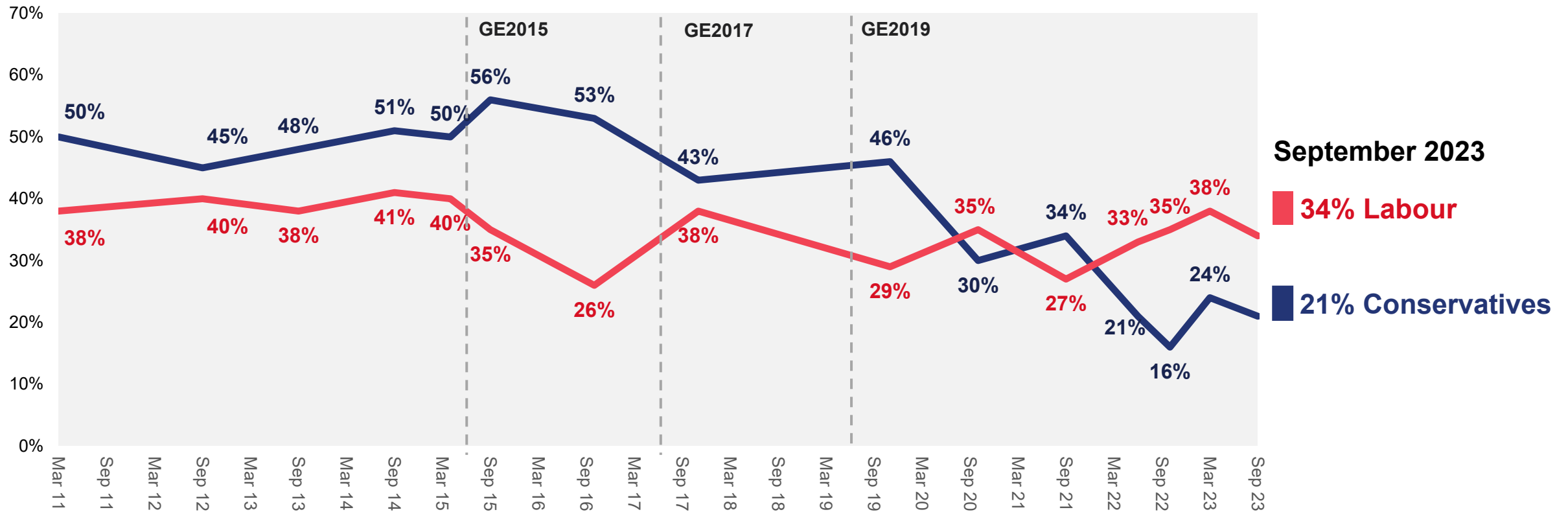
Source: Ipsos Political Monitor



# Party image: Fit to govern

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Fit to govern

% Describing ... as “fit to govern”, 2011-2023



Latest wave base: 1,004 British adults 18+, 6-12 September 2023. c.1000 people asked each wave.

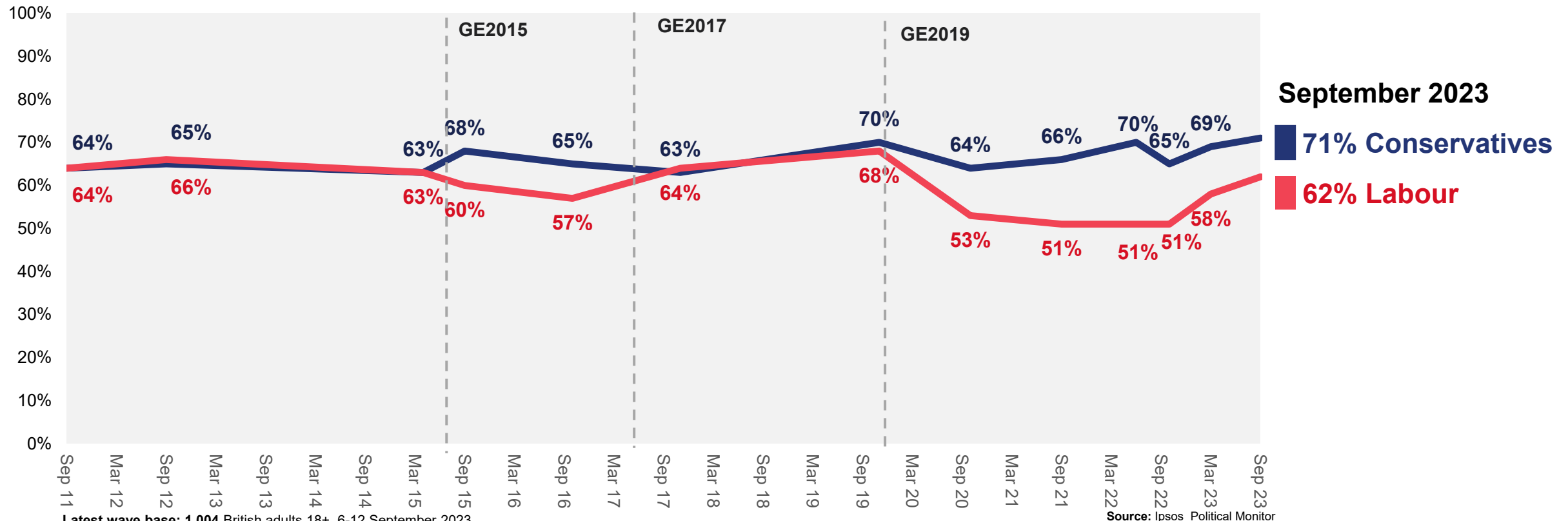
Source: Ipsos Political Monitor



# Party image: Will promise anything to win votes

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Will promise anything to win votes

% Describing ... as “will promise anything to win votes”, 2011-2023



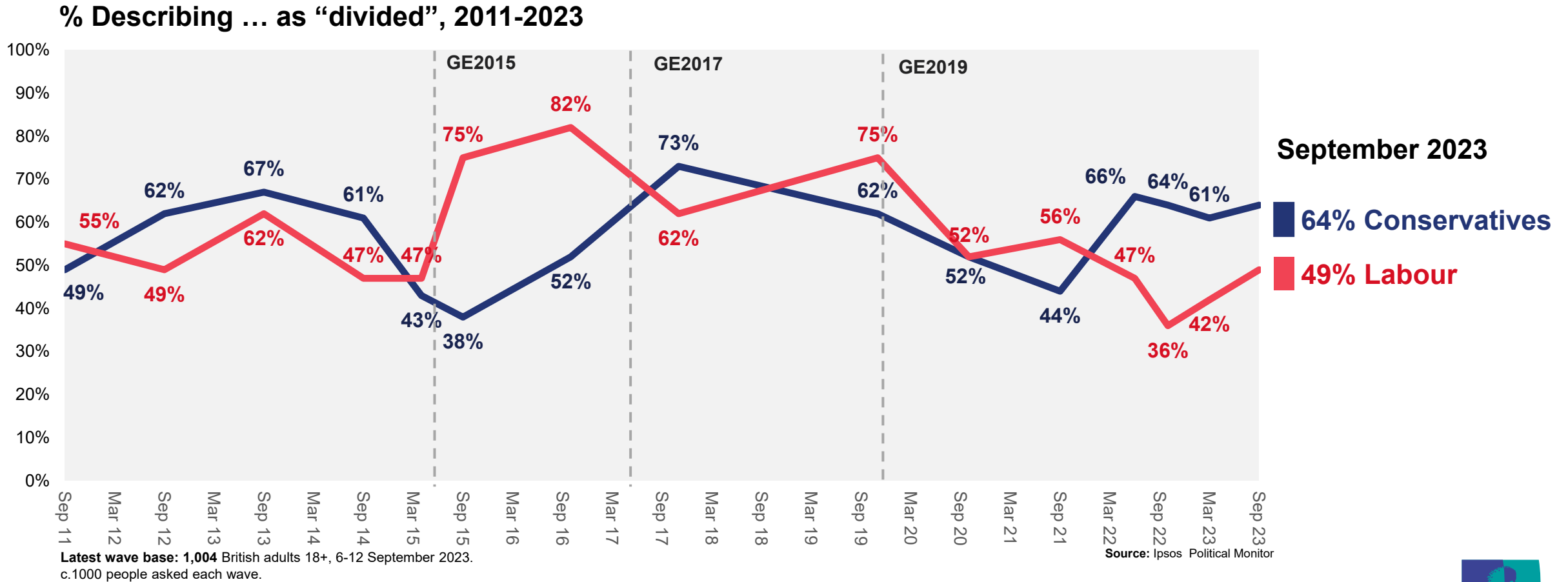
Latest wave base: 1,004 British adults 18+, 6-12 September 2023. c.1000 people asked each wave.

Source: Ipsos Political Monitor



# Party image: Divided

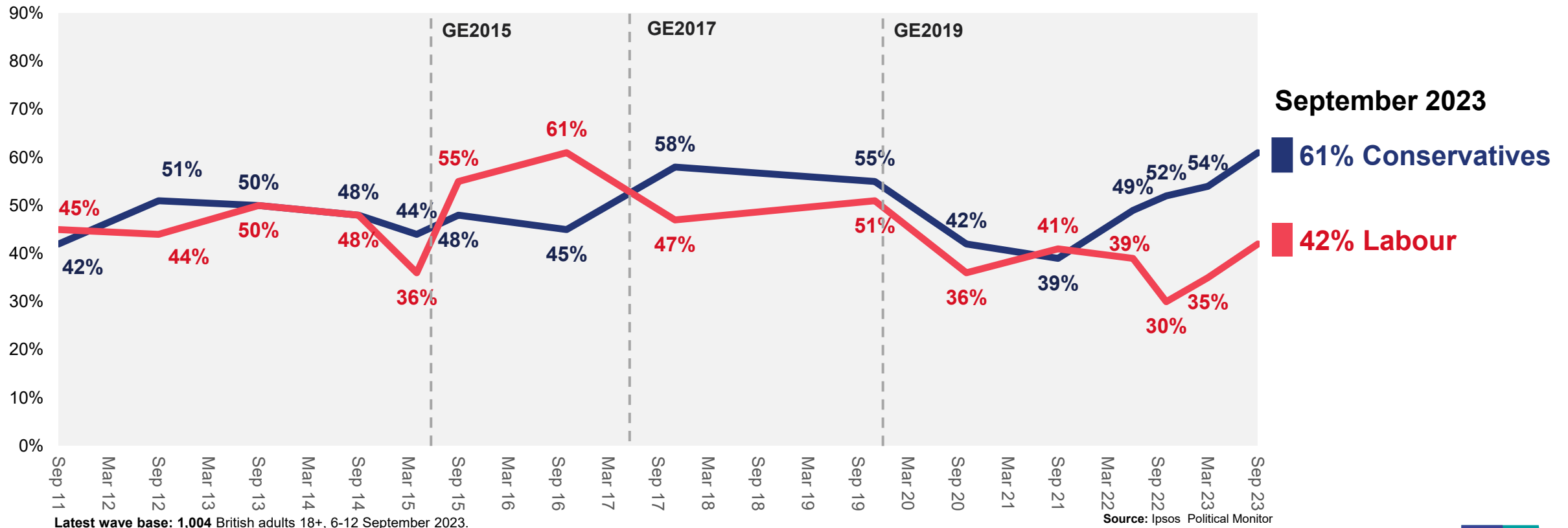
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Divided



# Party image: Out of date

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Out of date

% Describing ... as “Out of date”, 2011-2023



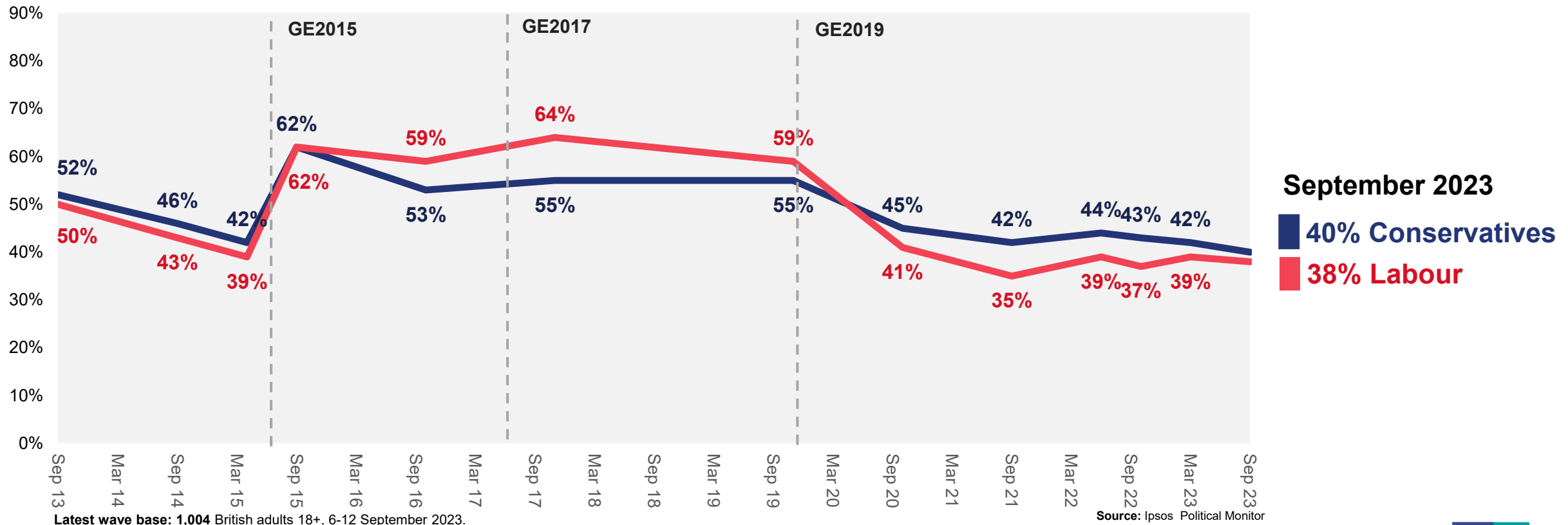
Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
 c.1000 people asked each wave.



# Party image: Different to other parties

I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Different to other parties

% Describing ... as “Different to other parties”, 2013-2023



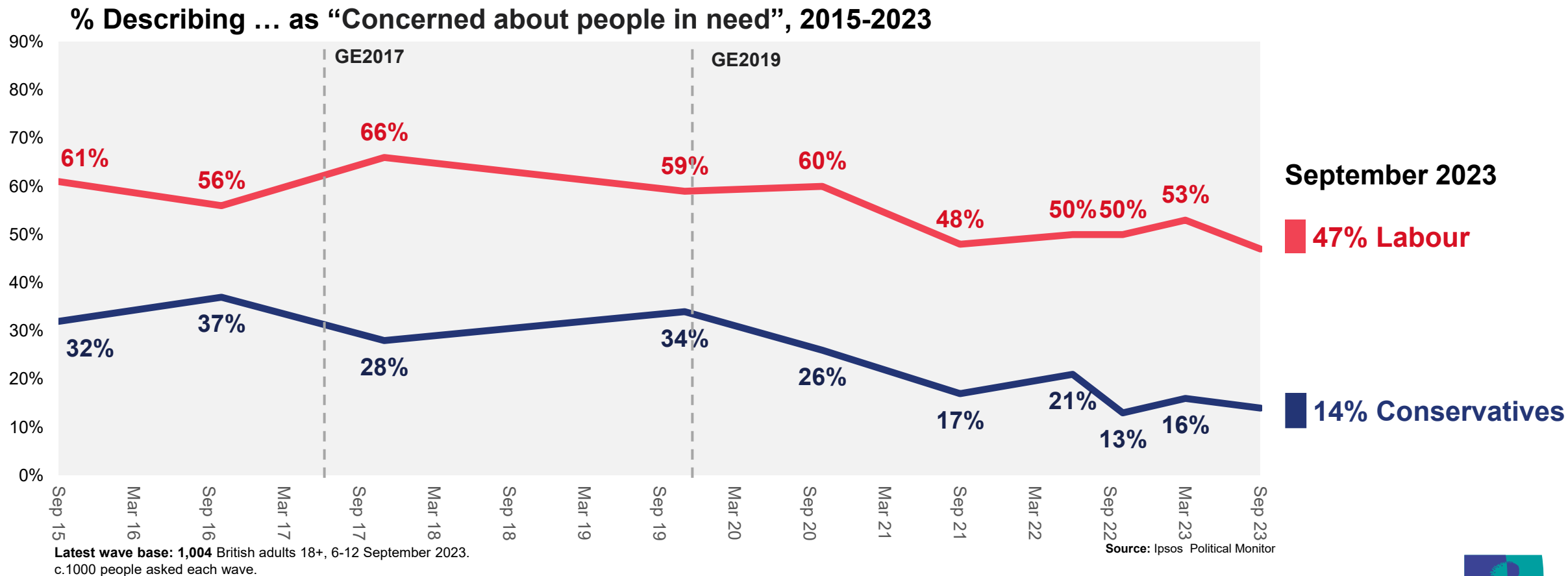
Latest wave base: 1,004 British adults 18+, 6-12 September 2023.  
 c.1000 people asked each wave.





# Party image: Concerned about people in need

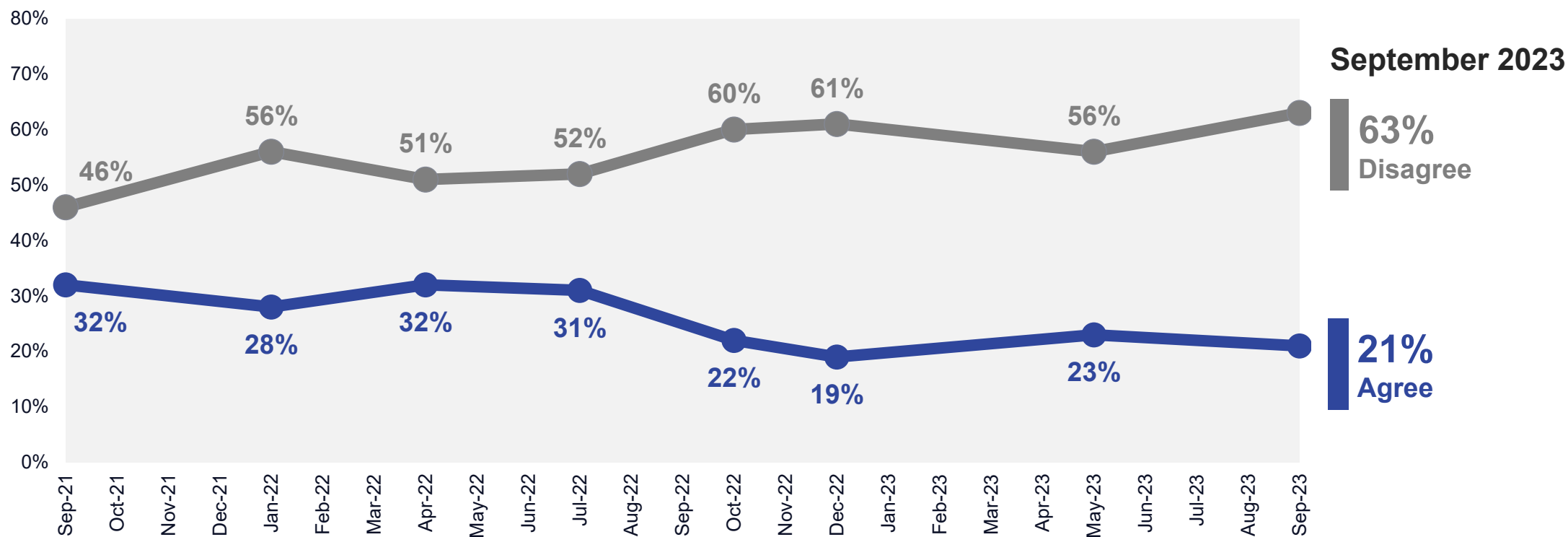
I am now going to read out some things both favourable and unfavourable that have been said about various political parties. Which of these if any do you think apply to...? Concerned about people in need



# Does the Conservative Government deserve to be re-elected?

To what extent, if at all, do you agree or disagree with the following?

The Conservative Government deserves to be re-elected



Base: c.1,000 British adults each month

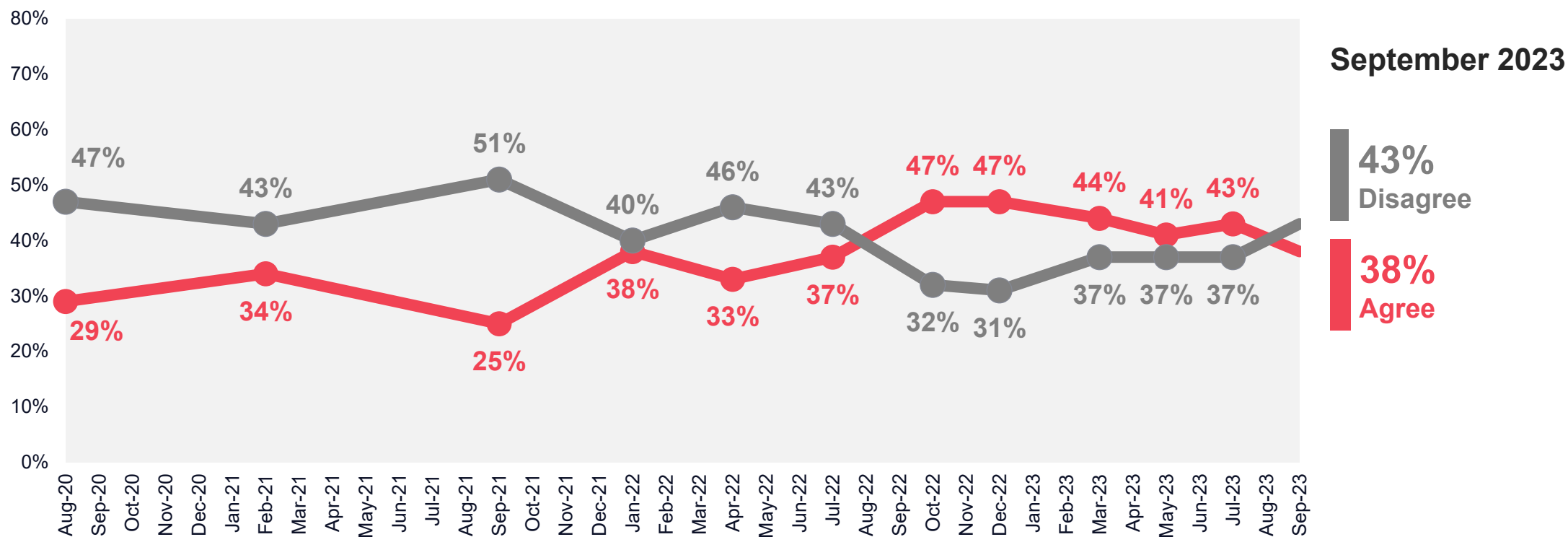
Source: Ipsos Political Monitor



# Is Labour ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government



Base: c.1,000 British adults each month

Source: Ipsos Political Monitor



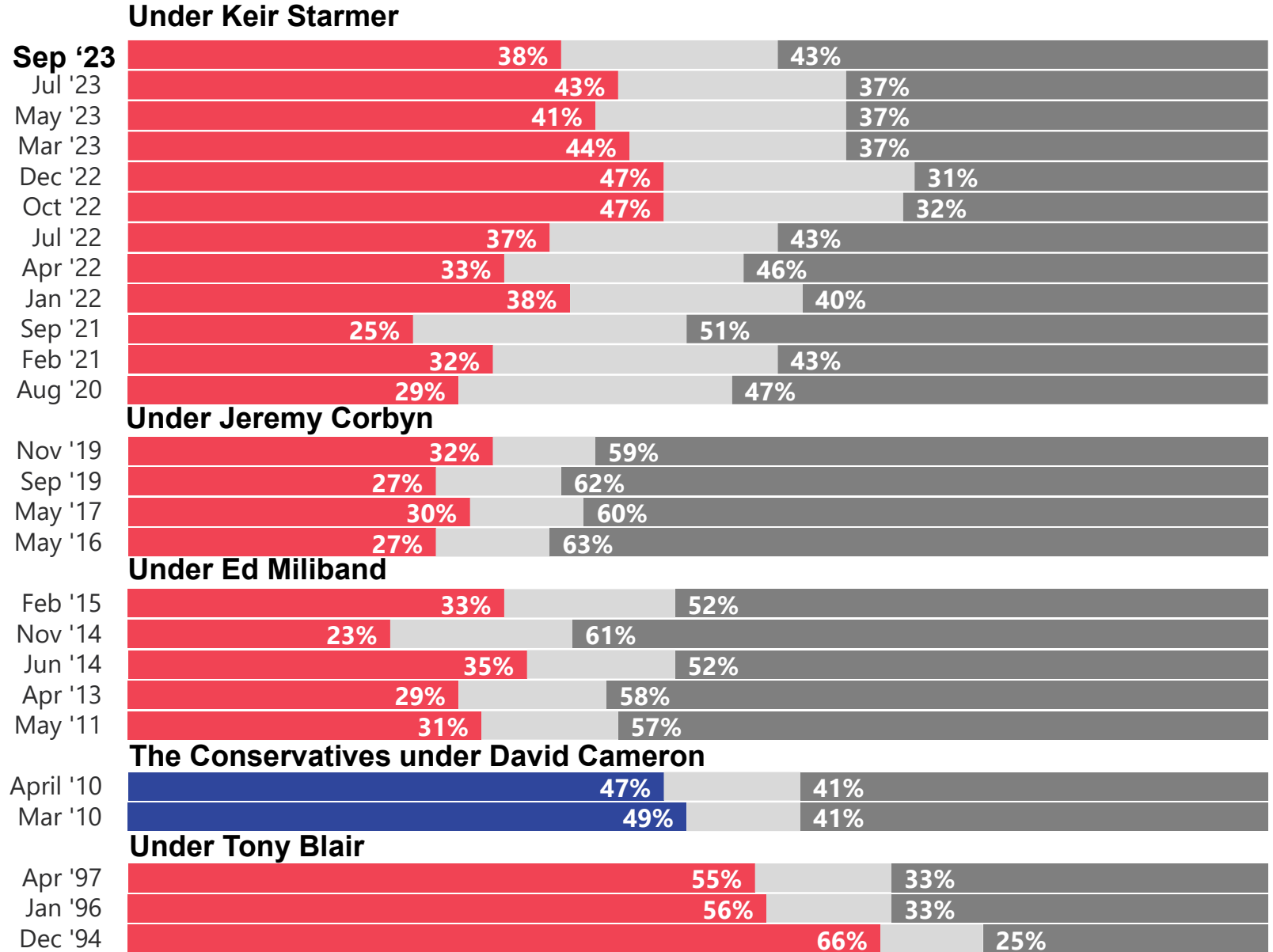
# Is the Opposition ready to form the next Government?

To what extent, if at all, do you agree or disagree with the following?

Labour is ready to form the next Government

Agree

Disagree

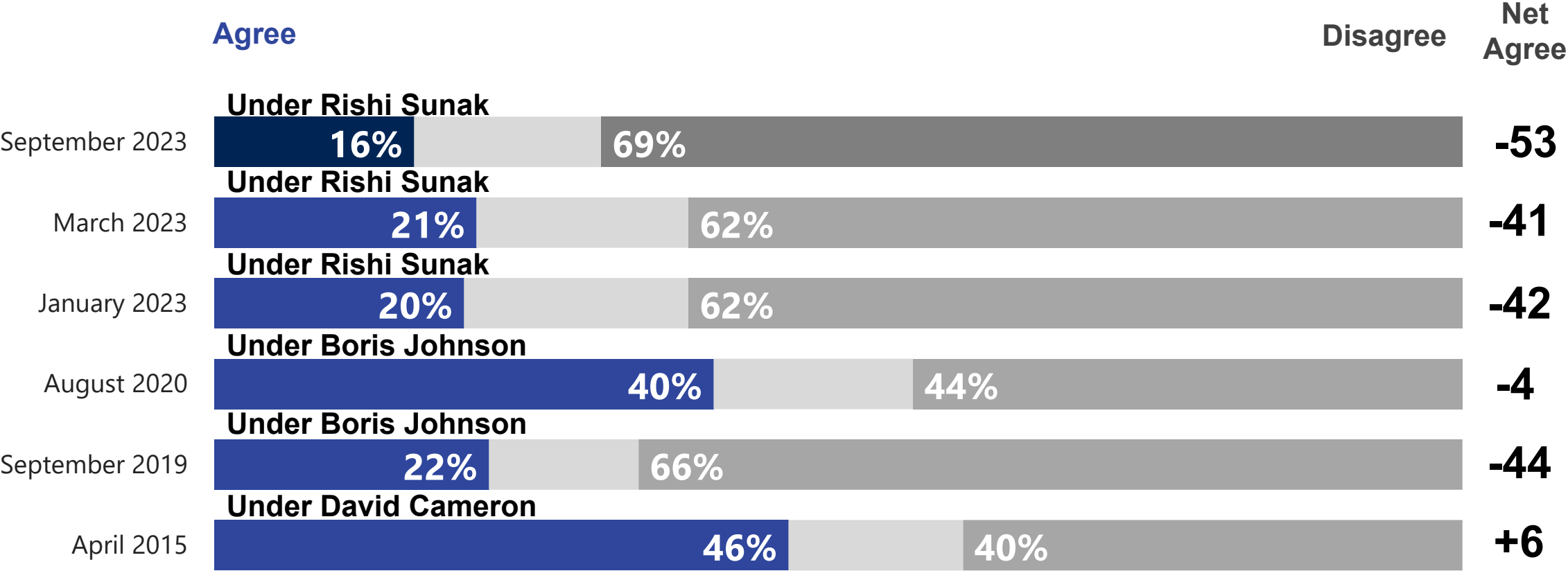


Base: 1,004 British adults 18+, 6-12 September 2023

Source: Ipsos Political Monitor

# Is the current Government competent?

To what extent, if at all, do you agree or disagree with the following? The word “competent” is an accurate description of the current Government



Base: 1,004 British adults 18+, 6-12 September 2023

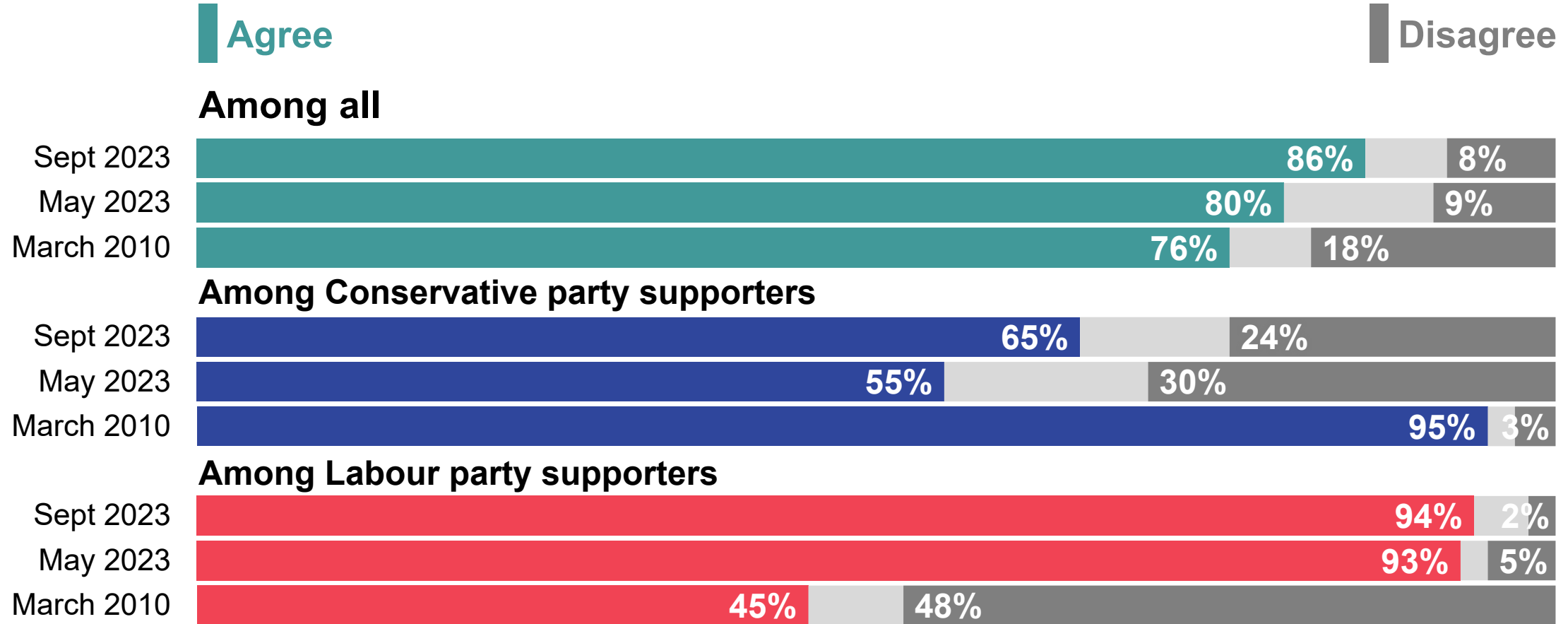
Source: Ipsos Political Monitor



# Does Britain need a fresh team of leaders?

To what extent, if at all, do you agree or disagree with the following?

**Britain needs a fresh team of leaders**



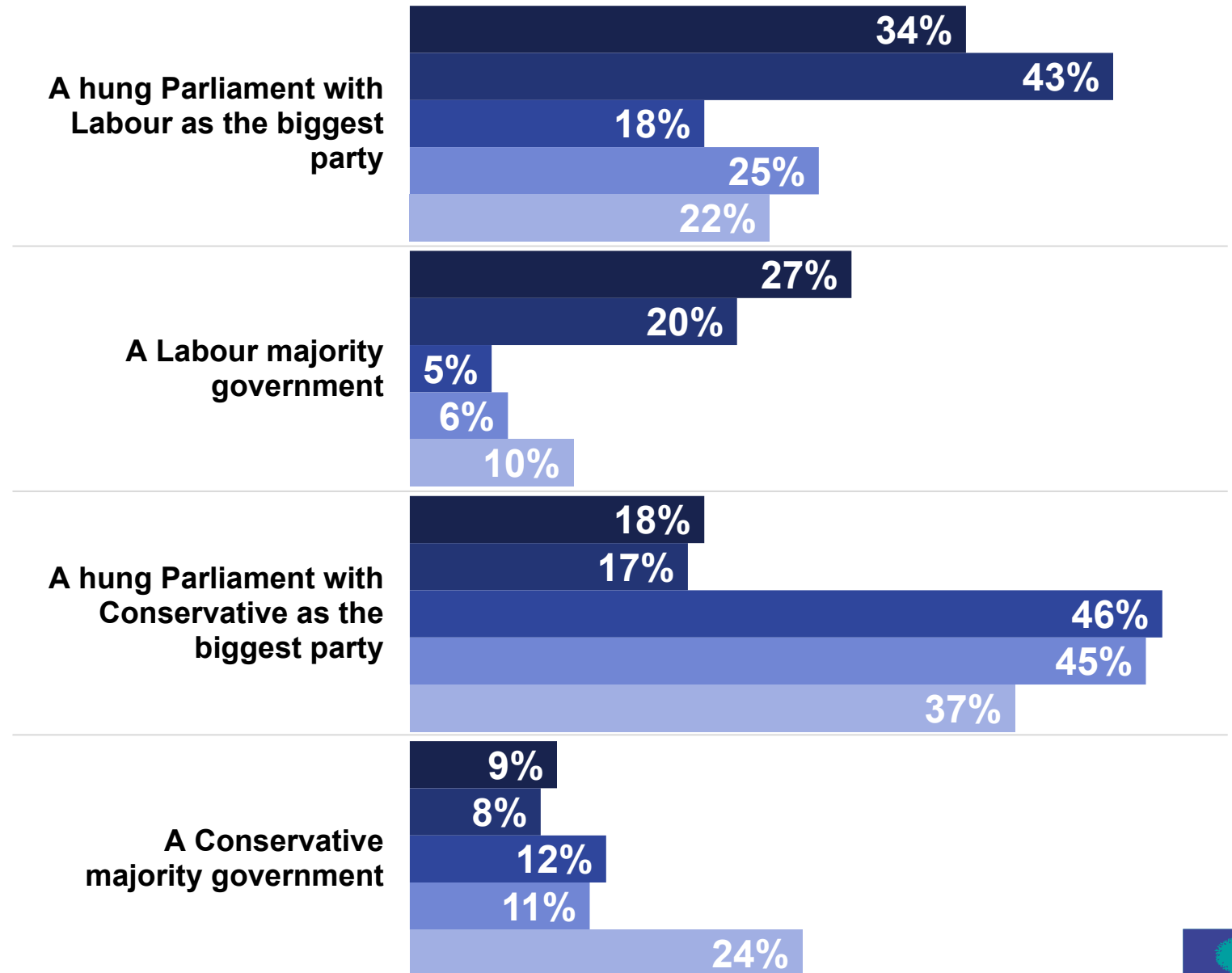
Base: 1,004 British adults 18+, 6-12 September 2023, including (330) Labour supporters, (198) Conservative supporters.



# What will the outcome of next election be?

As you probably know, a general election may result in a clear majority for one party that can make decisions without consulting, or it may result in a Hung Parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next general election, which of the following outcomes do you think is most likely?

- September 2023
- May 2023
- September 2019
- April 2015
- March 2010

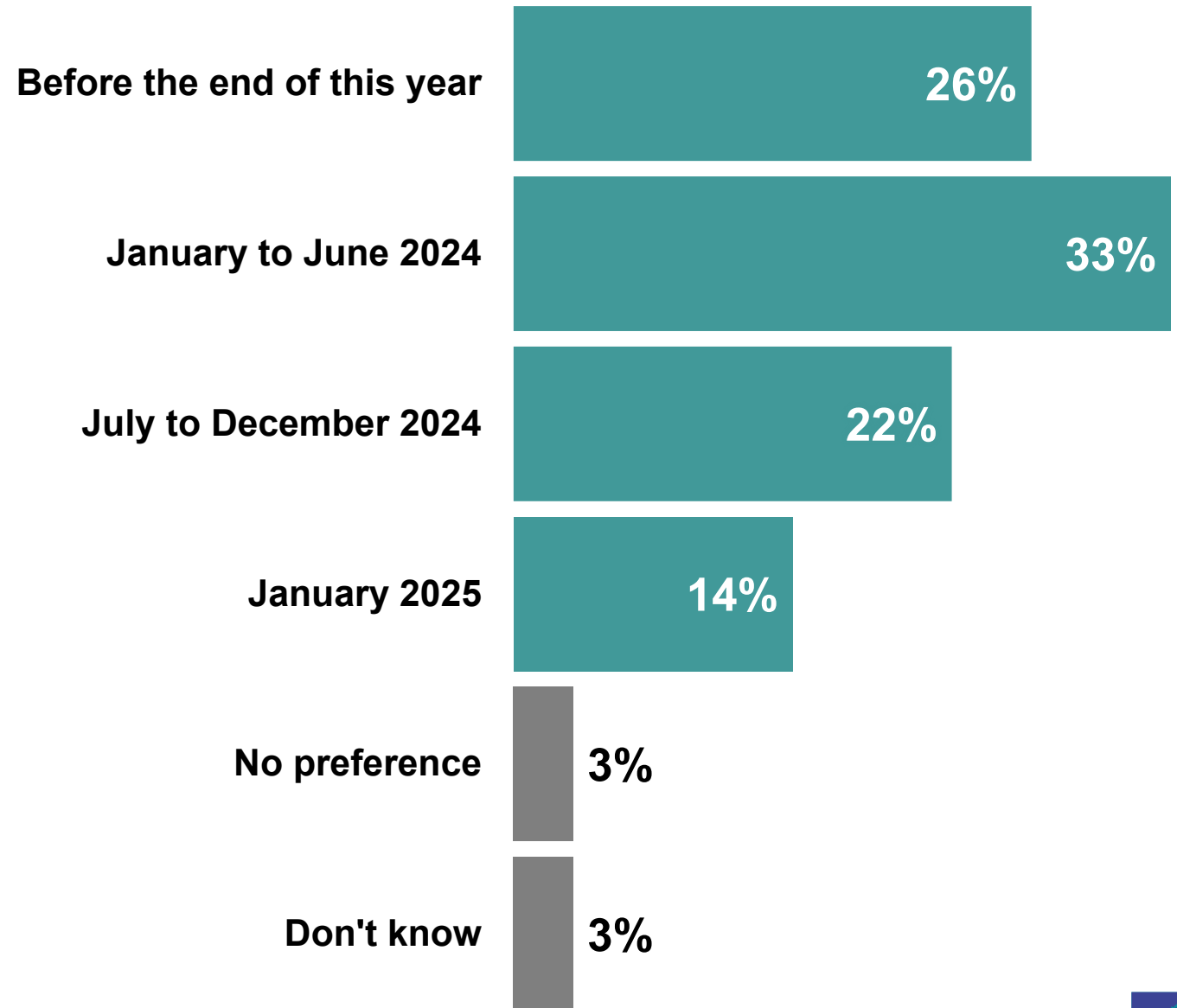


Base: 1,004 British adults 18+, 6-12 September 2023



# When should the next General Election take place?

The next General Election can take place at any time between now and January 2025. When do you think the next General Election should take place?



Base: 1,004 British adults 18+, 6-12 September 2023



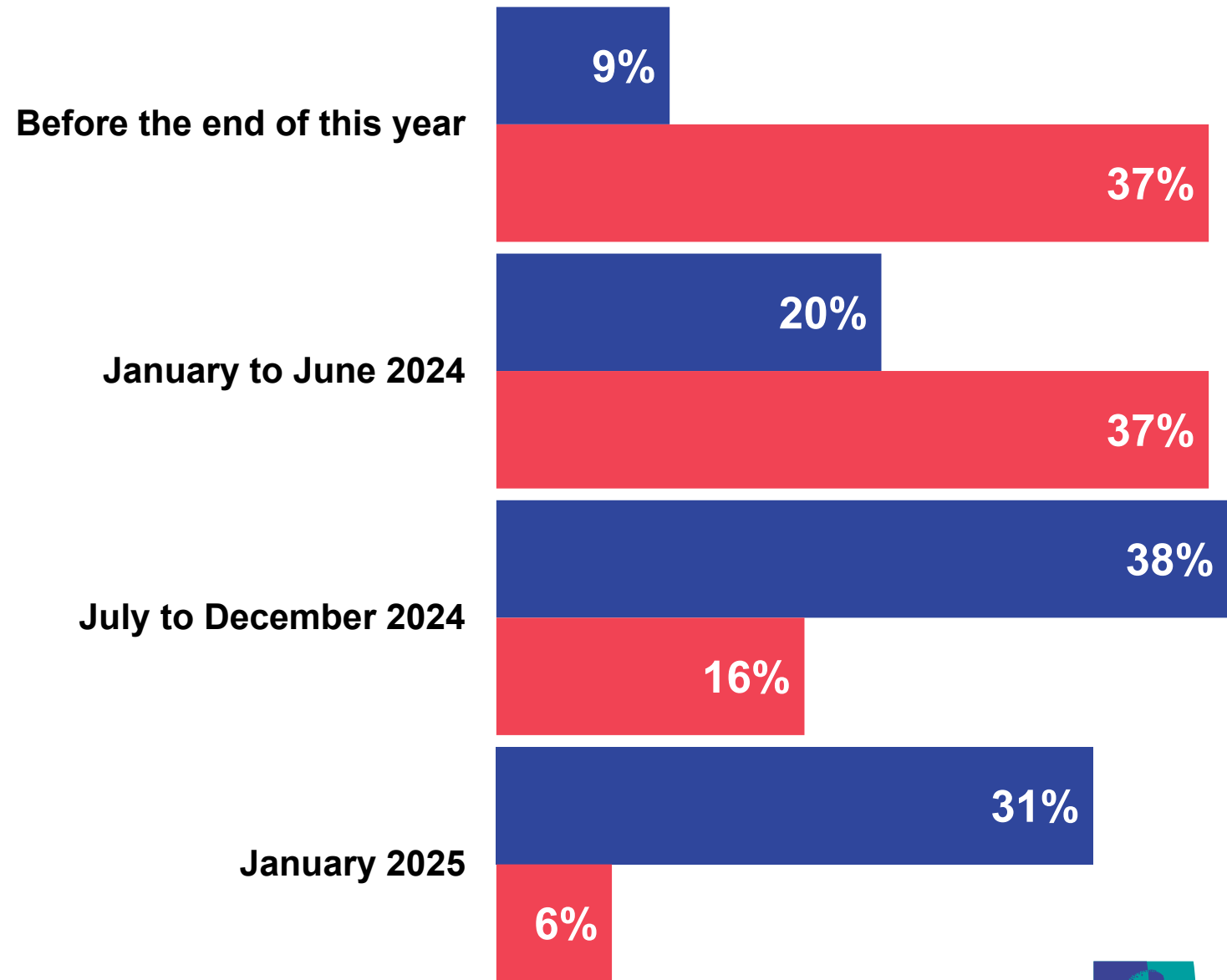


# When should the next General Election take place? *\*Among party supporters*

The next General Election can take place at any time between now and January 2025. When do you think the next General Election should take place?

■ Among Conservative supporters

■ Among Labour supporters



Base: 1,004 British adults 18+, 6-12 September 2023 including (330) Labour supporters, (198) Conservative supporters.





## September 2023 Political Monitor

### For more information

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